

ROGER KAMHOLZ

Brooklyn, New York / roger.kamholz@gmail.com
rogerkamholz.com / 917.573.1112 / [linkedin.com/in/rogerkamholz](https://www.linkedin.com/in/rogerkamholz)

Passionate and collegial team leader, insightful content creator and strategist, and meticulous editor whose background merges deep experience in journalism, marketing, and advertising. Seeking to continue to impact the frontier of the media landscape by leveraging varied talents to tell resonant, meaningful stories that add value to all the stakeholders involved.

PROFESSIONAL EXPERIENCE

THE HUFFINGTON POST / AOL

Managing Editor, 2015–2016

Senior Editor, 2015

Served as top editor of Partner Studio by AOL (formerly HuffPost Partner Studio), the industry-leading in-house native advertising agency supporting AOL publishers including The Huffington Post, TechCrunch, Engadget, Autoblog, and AOL.com. Reported to the VP of Content.

- Implemented and enforced editorial quality-control standards across all branded content production (watchable and readable) by refining workflows and closely reviewing content for style, voice, accuracy, subject-matter authority, and audience appeal. Resulting quality enhancements contributed to YOY increases in performance guarantees across all content formats. In 2016, Partner Studio content garnered more than 18 million cumulative PVs and about 1 million social actions.
- Ideated client- and publisher-aligned content strategy for a diverse portfolio of elite brands by harnessing data-driven audience insights and publisher expertise. Partner Studio content programs sold in 2016 contributed over \$80 million in accountable revenue, more than doubling 2015 team performance.
- Collaborated with the Creative Director and video-production leads to bring innovative and immersive content products to market, including native 360° video, gaming, and animation.
- Managed and expanded a stable of content contributors, including thought-leaders, for-hire freelance writers, and creative-services vendors. Negotiated rates and contract renewals against internal budget.
- Coached junior writers and editors through weekly content-development office hours, writing workshops, and recurring 1:1s. Mentored interns onto securing full-time positions.
- Trafficked, assigned, and coordinated the Partner Studio's timely response to all incoming opportunities from AOL's global sales organization (~80 RFPs/month). Continually tracked and analyzed sell-through performance metrics to define best practices around qualifying and targeting opportunities, when to engage deep analytics dives, and allocating team resources. Renewal rate among content-platform partners was over 60%.
- Supported VP of Content in team management, external positioning strategy, and competitive analyses.

THE JEWISH MUSEUM

Marketing Editorial Manager, 2014–2015

Oversaw in-house marketing and design staffs in the creative conception, production, and distribution of external-facing digital content and printed communications for New York City's premier museum of art and Jewish culture. Reported to the Marketing Director.

- Developed institutional, exhibition, and program-level marketing strategy in collaboration with Marketing and Communications directors.
- Reimagined and implemented a refreshed institutional voice and house editorial style for the museum, accounting for emerging target audiences.
- Acted as lead copywriter and editor for advertisements, marketing collateral, website and blog content, social channels, members' newsletter, and program brochures.
- Launched new museum branding and graphic identity throughout all facets of the visitor experience in collaboration with Creative Director.
- Liaised between design studio and internal clients, and project-managed production timelines for marketing publications, meeting strict and aggressive deadlines.

PROFESSIONAL EXPERIENCE, CONTINUED

DINO PUBLISHING

Managing Editor, 2011–2013

Senior Editor, 2009–2011

Associate Editor, 2007–2009

Spearheaded the evolution of this print-focused, boutique custom magazine publisher, with clients in the leisure and shelter industries, into a cutting-edge, turnkey, multimedia content marketing agency. Reported to the Editorial Director.

- Conducted strategic brand consulting and led client relations on three crucial company accounts, driving business renewal and growth YOY, including the launch of new publications and increasing pub frequency.
- Managed a four-person editorial team, which entailed serving as top and assigning editor; running pitch meetings; monitoring copyflow; and leading pre-press quality control for all printed matter, including glossy lifestyle magazines and product brochures.
- Developed and maintained B2B and B2C online content platforms on behalf of two clients.
- Produced marketing communications across all media, with an emphasis on digital deliverables.

FREELANCE WRITING

FOOD & WINE, PUNCH, ZAGAT, SOTHEBY'S, REFINERY 29, GRUB STREET, TIME OUT

Writer, Photographer & Videographer, 2013 – present

Write, photograph, and produce video content on project bases for prominent publications in the arenas of food, cocktails and spirits, and the visual arts.

THE KITCHN

Cocktail & Liquor Columnist, 2014

Produced weekly “9-Bottle Bar” series for this DIY home-cooking site reaching 12 million monthly visitors.

SERIOUS EATS

Reporter & Columnist, 2011–2014

Specialized in cocktail coverage for this online food community of a half million-plus monthly readers.

CHICAGOIST

Food & Drinks Section Writer, 2010 – 2012

Wrote and shot weekly features on dining for Chicago's most popular local blog.

EDUCATION

MASTER'S DEGREE (MSJ), 2007

Northwestern University, Medill School of Journalism, Evanston, Ill.

Focus: Magazine Publishing

- Served as the peer-elected Managing Editor and a Staff Writer for a “capstone” consulting project in which graduate journalism students researched and proposed new editorial, online, and business strategies for Ebony magazine. Directed editorial processes and fact-checking for the project-capping mini-magazine.
- Filed daily reports on the Cook County Criminal Court and followed the 2006 Cook County Sheriff election as a Legal Reporter for the Medill News Service (MNS). Reportage appeared on MNS website and in the Chicago Defender, Chicago Journal, and Northwest Indiana Times.

BACHELOR'S DEGREE (BA), 2004

New York University, College of Arts & Sciences, New York, N.Y.

Major: Art History; Minor: Economics