

NICOLE D. SMITH

Digital Editorial Strategist | Communications Executive | Journalist | Educator

678-677-3733 | nicoledsmith142@gmail.com | LinkedIn: @nicoledoniellesmith

WORK EXPERIENCE:

Harvard Business Review

Editorial Audience Director | June 2021 - Present

- Lead cross-functional audience strategy across editorial, video, and product teams to drive storytelling and grow HBR's reach, engagement, and subscriber conversion across digital formats.
- Manage and develop a high-performing, multi-disciplinary audience team with oversight of hiring, performance reviews, and strategic planning for career growth and team expansion.
- Set vision and KPIs for audience development, leveraging insights from analytics, SEO, and platform trends to guide content strategy across organic search, newsletters, social, podcasts, livestreams, and emerging AI-powered discovery tools and LLMs.
- Shape editorial SEO strategy in partnership with editors and data teams, aligning content creation and distribution with both current and emerging discovery tools and LLM platforms.
- Drive growth/retention through HBR's newsletter portfolio reaching 2.7M+ readers, building funnels that convert new audiences into loyal subscribers and deepen brand engagement.
- Executive producer of live programming, including "HBR Boot Camp for Leaders," overseeing concept development, content direction, guest booking, and performance metrics.
- On-air host and brand ambassador for HBR's live event shows (Future of Business, Leaders Who Make a Difference), shaping content direction and representing the brand in real time across audience-facing programming.
- Cross-functional collaborator with product, marketing, communications, and data teams to execute strategies that advance HBR's digital and brand goals.
- Contributing author to HBR Press books on ageism and workplace dynamics.
- Editorial leader and writer across digital articles, newsletters, and social campaigns aligned with HBR's voice and mission.
- Strategic partner to distribution platforms to enhance content visibility and accessibility.

Morehouse College

Adjunct Journalism Professor | August 2021 - Present

- Develop, design, and write courses for journalism classes in the Department of Journalism in Sports, Culture, and Social Justice.
- Teach foundational topics including: writing, editing, ethics, attribution, grammar, audience development, brevity, broadcast news, critical thinking, newsletters, newsroom leadership, push notifications, and podcasts.
- Develop course syllabi, curriculum, and materials, including selecting reading materials
- Facilitate in-person and virtual, interactive lectures about journalistic principles and prepare students to create and distribute multiplatform content.
- Design assignments and online discussion exercises that measure performance relative to standardized learning objectives from college.
- Served as lead editorial advisor of student-led publication, The Maroon Tiger (2022-2023).

WORK EXPERIENCE (CONTINUED):

The Atlanta Journal-Constitution

Senior Editor, Features | February 2016 - May 2021

- Led the strategy and execution for features content (arts, entertainment, breaking news); managed 14-member team; topics included film/entertainment, media, celebrity, faith, travel, local events, decor, human interest, theater, music, things to do, and more;
- Strategized and executed journalistic presentation to grow audience share and build reader loyalty via tools such as Chartbeat, Google Analytics, Social Flow and Omniture.
- Ideated and assigned stories for online and print, including Sunday Arts & Living, Things to Do Go Guide, and daily living features for Living
- Collaborated closely with other senior newsroom managers to ensure cross-content coverage on all platforms including Twitter, Facebook Live, Instagram, and Snapchat.
- Managed audience growth for a specified area of coverage; Managed \$200K departmental freelance budget; Hired freelancers and copy edited for print newspaper.
- Produced, managed, co-wrote weekly podcast, accessAtlanta.

RELEVANT EXPERIENCE:

Time Inc., Essence Magazine (Freelance)

Social Media Editor | November 2015 - March 2016

- Wrote and curated original news stories, calls to action, and viral editorial to increase brand awareness and foster engagement (graphics, photos, videos, GIFs, hashtags)
- Tracked analytics into actionable insights that inform and optimize the content strategy

Bounce TV (now an E.W. Scripps Company)

Manager, Digital Content & Social Media | July 2014 - January 2016

- Planned and executed targeted digital marketing campaigns for owned and operated channels (organic social, paid social, blogs, emails, and other marketing assets)
- Created integrated, omni-channel editorial calendars to improve user engagement, audience retention, and audience conversion; worked with influencers, actors, and singers

CNN

Video Journalist | June 2003 - August 2007

- Enterprised, wrote, and produced news stories that aired globally on CNN, CNNi, HLN, and CNN en Español.
- Curated and culled user-generated content (UGC) for CNN.com and on-air content.

EDUCATION:

The George Washington University

Master of Arts in Education and Human Development in Organizational Leadership and Learning

University of Georgia

Bachelor of Arts in Journalism

LEADERSHIP, VOLUNTEERING, AND FELLOWSHIPS:

- Investigative Reporting Teaching Fellow at Howard University (2024-2025)
- Board Member at the Center for Collaborative Journalism at Mercer University (2020-Present)
- Girl Talk, Inc. programming chair for Diversity, Equity, Inclusion Committee (2020-2022)
- Poynter-NABJ Leadership Academy for Diversity in Digital Media Fellow (2016)