

# RACHEL KINCAID

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## Newsletter Strategist, The Marshall Project

July 2022- Present

- Leads strategy and operations for a portfolio of newsletters with over 65K subscribers: identifies audience goals for each product, uses analytics to inform direction and manages writers and editors to that end
- Crafts meaningful, engaging narratives about challenging and complex news topics related to the criminal justice system across newsletters, dedicated emails, and text-based social platforms like Bluesky
- Built and implemented a newsletter analytics framework from scratch, as well as reporting structure to share performance metrics, key insights and recommendations with the newsroom and board
- Co-created mixed-method user research infrastructure from the ground up with our product manager, building audience research benchmarks and launching focused research projects for major projects
- Uses analytics and research to ideate, develop and launch successful news products in close collaboration with product and engineering teams, resulting in significant increases in new subscriptions

## Editorial Operations Director, studyhall.xyz

Aug 2021-June 2022

- Led editorial vision for digital magazine supported by community of 6000+ paying subscribers, ideating and executing content to serve the subscriber base, add value to membership, and draw in new readers
- Directly managed staff writer and freelancers; edited two high-engagement weekly newsletters as well as features, original reporting, blog posts, service journalism, and longform essays (featured on Longreads)
- Managed relationship-building with a base of 6000+ subscribers, engaging consistently in Slack and email listserv discussions around industry and career questions and concerns and enacting strategies for growth
- Coordinated audience strategy across platforms, including newsletters and social media, to help our journalism reach readers and bring new subscribers to our reader-funded model

## Managing Editor, autostraddle.com

Aug 2015-Aug 2021

- Led production and publication of digital journalism from conception through editing to art & social media direction, SEO strategy and collaborating directly with designers, social team, and commerce team
- Managed over 25 staff writers directly, through pitching, revisions, and development toward long-term goals; built strong long-term relationships with a wide network of freelancers
- Created and edited reader-facing content from daily website content to fundraising messaging to social media voice and strategy, as well as designing and launching the organization's newsletter program
- Spearheaded cross-platform campaigns to drive traffic, advertising and fundraising goals, including social media promotion, video, live events on Zoom and Crowdcast, newsletters and themed mainsite content
- Crafted higher-order communication strategy and interlocking content elements for fundraising campaigns, new editorial directions, staffing changes and major content initiatives

## Education

Master of Fine Arts in Creative Writing, Western Michigan University, Kalamazoo MI

May 2014

Bachelor of Arts, Brandeis University, Waltham MA  
Majors: English and Creative Writing

May 2010