

# Justin Kirkland

Editor // Writer  
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## EDUCATION

Georgetown University  
Washington D.C.  
Master of Arts,  
Communications

Maryville College  
Maryville, TN  
Bachelor of Arts,  
English and Writing  
Communications

## SKILLS

**Experienced** in SEO strategy, AP style, editing, reporting, project management, and research

**Experienced** in Microsoft Office, Claude, ChatGPT, Substack, and Constant Contact

**Experienced** in Snapchat, TikTok, LinkedIn, Instagram, HTML, and various CMS platforms

**Focused writing areas include** culture, socioeconomic commentary, politics, food, and lifestyle

## EXPERIENCE

### Owner, House 39 Editorial

- Plan, record, edit, and produce two weekly podcasts
- Write reported features, essays, cultural commentary, and SEO-driven editorial work
- Consult on editorial strategy, social media planning, and scalability

### Senior Editorial Manager, Amazon Ads (May 2022-March 2026)

- Developed editorial strategy for Amazon Ads' owned site, focusing on thought leadership, press releases, industry news, and case studies
- Revamped strategy and execution of Amazon Ads live sports editorial content, driving engagement 255% above Amazon Ads editorial benchmark

### Staff Writer, Esquire (July 2017-May 2022)

- Produced features and profiles within entertainment, food, lifestyle, and culture sections
- Created 'Dinner Date' series, leveraging quick-hit interviews into bite-sized content about food and culture, with viewership 103% above benchmark
- Assisted with development of culture-focused SEO content strategy, improving page views by 300% in 6 months
- Led strategy for Esquire's Snapchat Discover channel

### Editorial Project Manager, AARP (April 2013-July 2017)

- Scaled AARP's Movies for Grownups (MFG) screening program by 3000% across four years
- Guided MFG editorial calendar, monitoring editorial, promotional, and marketing initiatives tied to the program
- Managed \$1.5MM budget for the MFG screening program
- Developed promotional, social, and event copy for the Movies for Grownups Awards

## ADDITIONAL PROJECTS

- Developed and manage 'Cooking with Justin' newsletter on Substack, with over 600 weekly subscribers
- Podcast project management for *This Is Not a Weapon*, *My Year with Dolly*, and *John Dutton Must Die*
- Additional work can be found in the Guardian, GQ, *The Hollywood Reporter*, *Men's Health*, *People*, *InStyle*, NYLON, *Elle*, *Vulture*, *Entertainment Weekly*, *USA TODAY*, and *The Daily Beast*