

# HOLLY CORBETT

CONTENT CREATOR | STORYMAKER | EQUALITY ADVOCATE

## PROFILE

Journalist and content strategist on a mission to amplify change agents, diverse voices and the power of vulnerability to spark greater understanding and belonging.

## WRITING & EDITING EXPERIENCE

*USA Today, Prevention, Woman's Day, SELF, MensFitness.com, MensHealth.com, Women's Health, Redbook, Parents, Forbes.com, Seventeen, Shape, Budget Travel, TravelChannel.com, CondeNastTraveler.com, GoodHousekeeping.com*

## CAUSES

Founder of Runaway Bridesmaids, a charity race to help fight human trafficking. We raised \$18,000 for the cause by recruiting runners to recycle old bridesmaids dresses for a one-mile run, amplifying the message through a partnership with TheKnot.com, and securing donations via online crowdfunding.

## EDUCATION

### State University of New York at Geneseo

Bachelor of Arts, Communications, Journalism/Mass Media

### Syracuse University S.I. Newhouse School of Public Communication

Master of Arts, Journalism

## ADVISOR

Serve as an advisor to a travel search engine startup with funding by Mucker that allows users to discover and book unique travel packages based only on budget.

## PROFESSIONAL EXPERIENCE

### Consciously Unbiased

Director of Content *September '19- Present*

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Responsible for hosting and executive producing the Breaking the Bias podcast; developing overall brand voice; overseeing content creation from marketing materials to website copy to creative campaigns; working with partners to create programming for experiences; building out founder's thought leadership through LinkedIn Live segments, Forbes Business Council articles, media opportunities, and more.

### The Female Quotient

Head Content Creator *April '17-September '19*

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Spearheaded overall branding strategy; created a unified tone through a range of copy including newsletter, website, event materials, and panel briefs; established and managed content sharing and social media sharing partnerships; executive produced videos that included impact campaigns, event compilations, and brand anthems; managed SEO strategy; and led technology-driven product launches, such as a gender equality chatbot. Increased web traffic by 200% in a year.

### SkirtingTheRules.com | Human Company

Chief Content Creator *July '15-April '17*

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I acted as a writer, editor, and consultant for the nonfiction book proposal that secured a top agent; helped develop overall social media and content strategy for the website launch as well as nonfiction tools, such as online quiz, event workshops, and more; interviewed, wrote, and edited 'Skirter' profiles, which spotlighted female change agents; worked with syndication partners, such as SheKnows.com (90 million unique monthly visitors) and *The Huffington Post*, to develop clickable and transformative content.

### The Lost Girls, LLC

Co-Founder *June '06-June '15*

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A yearlong, round-the-world trip with two other media professionals was the catalyst for the launch of the award-winning travel blog *LostGirlsWorld.com* with 50K unique monthly visitors, which resulted in co-authoring a travel memoir entitled *The Lost Girls* (HarperCollins, May 2010). Oversaw 11 contributing editors and editorial calendar; served as an expert for CNN: Project Life, Greenberg's Worldwide Radio Show, *Budget Travel*, *TravelChannel.com*, and more.

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