CAROLINE BARDEN

VP OF CONTENT | EDITORIAL STRATEGY | VIDEO & AUDIENCE GROWTH

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EXECUTIVE PROFILE

Editorial and content executive with nearly two decades of experience launching video platforms, leading multidisciplinary teams, and growing audiences across sports, breaking news, politics, and executive communities. Helped launch HuffPost Live, building newsroom workflows while producing live coverage and holding concurrent senior news and video responsibilities. Spent nine years at World 50 turning executive conversations into editorial franchises that increased engagement, supported retention, and drove event participation.

SELECTED IMPACT

45% newsletter open rate • 5,000 executive readers weekly • 3× video watch time • Teams averaging 12

PROFESSIONAL EXPERIENCE

WORLD 50 GROUP | Managing Director, Content Strategy & Communications | 2023–2026

- Set editorial direction and led an integrated content strategy for senior-executive communities, spanning interviews, surveys, research, newsletters, events, and digital programming.
- Revamped the newsletter and weekly Pulse Surveys, including additional surveys tied to major news; increased member engagement from below 15% to over 45% in two years. Reached approximately 5,000 executives weekly with a 45% newsletter open rate.
- Built repeatable editorial franchises, including Top of Mind and Pulse Surveys, turning executive conversations into timely stories; expanded monthly output from approximately 6 to more than 20 pieces.
- Partnered with marketing, membership, product, and leadership to connect content with business priorities; contributed to member retention rising from under 60% to over 75% and a 12% increase in event attendance.

WORLD 50 GROUP | Managing Director, Content Operations & Strategy | 2017–2022

- Led multidisciplinary editorial and production teams averaging approximately 12 people, delivering more than 200 assets annually across written, video, live, and event formats.
- Directed the full editorial lifecycle, from story selection and briefing to production, editing, distribution, and performance review.
- Redesigned workflows and editorial standards, reducing production turnaround by 50% and costs by 25%.
- Introduced audience-informed content reviews that contributed to a 40% increase in top-performing assets.

THE HUFFINGTON POST | Senior News & Video Editor | 2013–2017

- Led fast-moving digital coverage of major national and global events; contributed to a 60% increase in homepage traffic over 18 months.
- Produced and shaped multimedia storytelling that helped triple video watch time, using audience behavior and platform performance to inform coverage.
- Managed newsroom teams publishing 30–40 stories per day; coordinated writers, editors, producers, designers, and video teams across web, social, and live formats.

THE HUFFINGTON POST | HuffPost Live Launch Team & Producer | 2012–2014

- Helped launch HuffPost Live, building newsroom structure, editorial workflows, and live-production operations. Produced sports, breaking news, and political coverage while concurrently holding senior newsroom and video responsibilities through 2014.

THE HUFFINGTON POST | News Editor | 2010–2012

- Edited and published high-volume digital news coverage, sharpening headlines, accuracy, voice, and audience relevance.

CBS NEWS | Producer | 2006–2008

- Produced national broadcast news segments, writing scripts and shaping narratives with correspondents, field teams, and production crews.

CORE STRENGTHS

Sports coverage • Editorial vision and programming • Interview-led storytelling • Live video production • Newsroom launches • Audience development • Cross-platform content • Team leadership • Performance analytics

EDUCATION

Hobart and William Smith Colleges | B.A., Political Science, summa cum laude