

Claire Robinson

Media Strategy and Operations

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PROFILE

I specialize in curating the smart practices, platforms and information media teams need to thrive, serve stakeholders and push the business forward. I've led teams at Forbes, AOL and Post-Newsweek. My work in editorial, advertising and digital products puts me in a prime position to connect the dots across media teams, disciplines and agendas.

WORK EXPERIENCE

VP, Content Products and Performance, Forbes | 2018 - 2024

- Spearheaded strategy and operations for Forbes BrandVoice and Forbes Insights content marketing programs, client services and analytics for hundreds of B2B and B2C clients
- Scaled operations 8x as products grew from free add-ons to multimillion-dollar revenue drivers
- Co-led a revenue org PMO overhaul that reduced redundancy in program management by at least 6x through centralized information, automated tools and smarter workflows
- Built or adopted 120+ dashboard and platform interfaces for program analytics, project management, campaign inventory and delivery, team resourcing, business data, revenue reporting and sales enablement
- Oversaw analysts delivering data-driven performance insights, benchmarks and consultation to clients using site, audience, targeting, search, social, video, display ad, survey and industry intelligence
- Established and led the Forbes studio project management practice, building client-direct information platforms and enabling studio creative teams
- Championed platforms for team enablement, including competitive intelligence, program management and AI-assisted data analysis tools
- Worked hands-on in key platforms and tools including Smartsheet, Looker, Google Ad Manager, Jira, Asana, Excel, Quantcast, Bombora, WordPress and more
- Led business product, policy, legal and compliance strategy
- Forged workflows with sales, marketing, account, studio, product, data, legal, ops and executive teams

Executive Director and Senior Director, Content Partnerships, Forbes | 2012 - 2018

- Managed strategy and operations for Forbes BrandVoice programs as described above
- Developed content creation services for clients, producing 400+ posts, videos, infographics and interactive storytelling features per year
- Supervised producers delivering client program services and campaign performance reports

Senior Manager, Editorial Operations, Forbes | 2011 - 2012

- Drove project management and product development for key editorial and sponsorship initiatives as part of the product dev team
- Worked with top editorial leaders as strategic liaison for revenue initiatives

- Ran edit-sales sponsorship operations

Director and Managing Editor, AOL News, AOL | 2007 - 2011

- Ran AOL News operations for 17/7 coverage, with staff and contributors around the globe
- Analyzed metrics and devised strategies to effectively promote content and meet business goals, including SEO, pageview, CTR and unique visitor targets
- Oversaw site projects and content, working with product, sales, design, marketing, video, tech/dev, corpcomm and other editorial teams
- Managed staff operations, workflow, scheduling and freelance budgets
- Managed external relationships with partner news, video, photo and distribution partners
- Maintained high journalistic and editorial quality standards

Executive, Senior and Manager-Level Content Producer Roles, AOL | 2000 - 2007

- Oversaw interactive packaging of daily news stories and special features visited by millions
- Ran or programmed major monetized events for the AOL network, including Super Bowl, Valentine's Day and winter holiday specials
- Honed staff operations and standards, creating and overseeing the team's SOPs, module catalog and style guide

ADDITIONAL EXPERIENCE

- Associate Editor and Copy Chief, Government Computer News – a Post-Newsweek company
- Coordinator, Summer Productions – a Discovery Channel program producer
- Coordinator, American Association for Clinical Chemistry – now ADLM

TECH AND PLATFORMS

Airtable · Asana · Bombora · Brightcove · CMS · Contalto · Excel · Google Ad Manager · Google Analytics · Google Workspace · Jira · Looker · Media Radar · Qualtrics · Quantcast · Salesforce · Sketch · Slack · Smartsheet · SQL – And More

MEMBERSHIP, CERTIFICATION AND AWARDS

- Member, Project Management Institute
- Six Sigma White Belt Certification, Educate 360
- Jesse H. Neal Award for editorial excellence in business journalism

EDUCATION

- University of Missouri - Bachelor of Journalism