

San Francisco Bay Area | justinhartung@gmail.com | 718-249-7958 | website: justin-hartung.com

SUMMARY

I help companies bring their editorial voice to life across multiple channels—articles, newsletters, UX copy, social media and more. I'm at my best tackling big-picture initiatives like data-driven calendar development, traffic-benchmark setting and team management, while my passion for language ensures all copy achieves its full impact, right down to the last word.

RELEVANT EXPERIENCE

Google, Senior Content Strategist, Play Store

- August 2022–April 2023, August 2023–April 2024 (multiple contract roles)
- Managed multiple programs for the Play Store's apps editorial team
- Conceived, assigned and edited articles highlighting apps for a variety of user needs. Examples: [Do even more with Messages by Google](#), [Relive your favorite moments with scrapbook-like Photo Memories](#), [Life is but a stream on Twitch](#), [TikTok tips and tricks](#)
- Led Editors' Choice program, identifying and showcasing the store's best apps
- Partnered with brands like DoorDash and Booking.com on promotional articles
- Wrote UX copy for article promotion on the store's front page

Key result: Launched App of the Week program, showcasing high-quality apps

Callisto Media, Senior Managing Editor

December 2018–July 2022

- Wrote data-informed outlines for more than 50 prescriptive nonfiction books across a wide variety of topics, including cookbooks, health and wellness, games, hobbies and more. Examples: [Actually, the Comma Goes Here: A Practical Guide to Punctuation](#), [Easy Portuguese Cookbook](#), [Vegetarian Cooking for Two](#)
- Shepherded books through entire production process, including vetting authors, top-editing, collaborating with design team and working with copywriting team to craft back cover copy
- Developed category style guidelines and team training documents

Key result: Created multiple top Amazon-ranked titles (including top-10-ranked [German cookbook](#))

Google, Senior Content Strategist, Geo

October 2011–January 2017 (full-time role)

- Led local content strategy for Zagat (a Google brand at the time), developing editorial calendar for dining-related content in 25 markets
- Oversaw newsletter program (14 weekly editions reaching roughly 1M subscribers)
- Worked with marketing and PR team to develop high-impact content [campaigns](#)
- Managed 20 freelance editors and writers and 3rd-party content vendor agency
- Key result: In 2016, increased Zagat.com article traffic by 25% year over year

ADDITIONAL EXPERIENCE

Zagat (Senior Editor, 2008–2011)

Citysearch (Editor/Writer for Movies, Music, and Food verticals, 2000–2003, 2006–2008)

Oxford University Press (Production Editor, 1997–2000)

New York University Press (Editorial Assistant, 1994–1997)

Freelance editing and writing clients: TripAdvisor/Viator, Airbnb, Target, Weight Watchers, *New York Magazine*, *Village Voice*, *Newsday*, *NY Press*

SOFTWARE SKILLS

SEO optimization; AI content creation; content design and management; analytic tools

EDUCATION

New York University; B.A. in Communications; graduated with honors