

ANN SHOKET
Editor-in-Chief
Seventeen



Ann Shoket was recently appointed Editor-in-Chief of *Seventeen*. Prior to this, she was Executive Editor of *CosmoGIRL!* magazine.

At *CosmoGIRL!*, Shoket developed some of the most popular sections focusing on the topics closest to teen girls' hearts: friends, love and celebrities. As one of the founding editors of *CosmoGIRL!*, which was named *Adweek's* Startup of the Year in 2000, Ann had become a guardian of the magazine's "Born to Lead" mission to turn its readers into leaders.

Shoket's experience is not confined to print. In 2000, Shoket was tapped as Web Editorial Director to redefine *cosmogirl.com*. A year later, *MIN Magazine* named the Web site the year's "Best Web Play." Under her watch, traffic tripled and online subscription sales increased 30%. Last year, in a

second re-design that Shoket also oversaw, the site's page views doubled, subscription sales increased another 25%, ad revenue grew by 50% and *CosmoGIRL!* solidified its reputation as an innovative leader online.

Prior to working at *CosmoGIRL!*, Shoket was senior editor with *Parade's* teen news magazine, *React*. She also created the independent Web magazine *Tag*, which gave voice to an online community of artists and writers. Ann began her career as a reporter with Steven Brill's *The American Lawyer*.

Shoket has a B.A., cum laude, from New York University and a certificate in Media Management from The New School. She currently lives in New York City.

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