



EDITOR OF THE YEAR

JAELYN MOLYNEUX, AVENUE CALGARY DIGITAL

It's not easy to be both a steward and an explorer, but Jaelyn Molyneux makes it work. The executive editor of digital content for *Avenue Calgary* manages her editorial team and meets her goals with impressive discipline, while expanding the brand's reach with experiments and innovations.

Molyneux oversees *AvenueCalgary.com* as well as three weekly e-newsletters, social media platforms and web programs, and advises on the strategy for *WestJetMagazine.com*. Barely five years into her role, Molyneux has more than doubled the audience reach of *AvenueCalgary.com*, launched a new weekly e-newsletter (while raising subscription numbers for the other two) and exponentially increased the reach of *Avenue's* social media platforms.

What Molyneux doesn't know she researches, masters and teaches to others; this has made her an invaluable digital ambassador for the *Avenue Calgary* team. Molyneux leads and supports her colleagues—from editors to art directors and photographers—in weaving digital platforms into all their work and reaching readers in new ways. The result?

Successful new web programs including a Weddings microsite and expanded print packages online, and a staggering volume of consistently excellent content.

Both a leader and a collaborator, Molyneux is a go-to person for colleagues, readers, contributors, clients and advertisers. Most importantly, her digital expertise, organizational acumen and boundless curiosity continue to position *AvenueCalgary.com* as an informative and inspiring resource for Calgarians.