



FIND A *better* JOB

Just because the economy sucks doesn't mean your job has to. Out how the employees got started. Plus, check out cool classes,

We visited some of the top companies in New York City to find start-up secrets and which industries are hiring now.



“We always see people walking around with plates of food or craft projects...”

Martha Stewart Living Omnimedia

Over 30-plus years, Martha Stewart has built an empire that includes publications, cooking tools and lifestyle products—and she's earned such titles as the Queen of Domestic Perfection. Stewart's employees, however, will tell you that she's down-to-earth and that her aim isn't necessarily achieving flawless results; it's about teaching people to do things for themselves. This drive to learn informs every aspect of MSLO, from recipe testing to after-hours knitting workshops. “We always see people walking around with plates of food or craft projects,” says *Whole Living* editor-in-chief Alanna Stang. “There's a genuine respect for creativity here.” Much of the inspiration comes from Stewart herself, who may not be in the office daily, but is frequently present to inspect story walls, meet with the staff and drop off homemade goodies such as zucchini bread. “Like everyone who has anything to do with her, she has taught me something,” says Kevin Sharkey, executive editorial director of decorating for *Martha Stewart Living*. “I feel like I mat[an Ivy League] Ph.D. program every day.” —*Sarah Brunning*



PHOTOGRAPHS: CAROLINE VOIGEN NELSON

1 In addition to his rainbow of tomes, Sharkey considers two things essential to his office: a steady supply of candy—as evidenced by the massive glass jar of Jelly Belly beans on his desk—and fresh flowers, which he swaps out according to the season. One thing you won't find is a computer. Though Sharkey utilizes a BlackBerry for e-mail and digital needs, he greatly prefers face-to-face interaction: “I'm very much ‘Where are you? What are you doing? Come over, I have a question.’”—or I'll go to you,” he says. “I will use any excuse to get up and walk around.”

2 Next to a display of lace snippets and a bookshelf filled with back issues, *Living* editorial director of collecting Fritz Karch displays a late-19th-century cast-iron coat rack with arms for jackets and hats, plus slots for umbrellas at the bottom.

3 Gael Towey is the company's chief creative and editorial director. Because she oversees the design and creative teams for MSLO's apps and publications (both print and digital editions), it's common to find her office covered in wall-to-wall storyboards and layouts.

4 Most MSLO magazine staffers sit in open rows of long white desks, which are outfitted with sleek silver-and-white chairs. “[The office culture is] very collaborative,” notes Meesha Haddad, executive managing editor at *Living*. “It's not [as much about] e-mailing and phone calls. People will pull inspiration boards and palettes, and we get together, stand around the objects and talk it over.”

WANNA WORK HERE?

MSLO hiring managers look for people with genuine passion, whether it's for crafting or some other DIY endeavor. They also favor those with dedication and an appreciation for what Stewart has built. Staffers are open to scheduling informational interviews with fellow Martha lovers—if the person can articulate why he or she is such a die-hard fan. Additionally, the company hires interns in all departments. Applicants can submit their materials via the Careers page on marthastewart.com.

5 Australia native Anna Last took over the chief editor position at *Everyday Food* in 2009. Since then, her main challenge has been churning out multiplatform content: “When we [released] the app, it was really cool because the interactivity that we discovered really informed some of the stories,” she says. “For example, we did a sandwich-to-salad story and actually showed the sandwiches stacking [ingredient by ingredient].”

6 For *Whole Living* research editor Paul Hertel, finding a state of well-being extends beyond the articles he reviews; he's also a reiki master with about nine years' experience in alternative healing. Hertel even

leads an in-house meditation circle, which has grown into a weekly activity for whomever wants to join.

7 *Everyday Food* associate food editor Khalil Hymore separates eggs while trying out a new recipe for the magazine. “This is the last egg, so we'll have to make the shot count!” he jokes.

8 Inside the sun-drenched pastry kitchen, model wedding cakes sit atop glass-front cupboards that store sugar decorations and baking supplies.

9 “If I have an idea for something the company should do, [they're open to it],” says *Weddings* editorial assistant Erin Furey. “A couple years ago, I wanted to make a community blanket, and I ended up doing TV and radio segments [about the project] with a coworker,” she says.

10 When asked about unexpected perks, several employees mention MSLO's exclusive roof deck on the Starrett-Lehigh building's tenth floor: “It's open to the employees, so you can go up and have lunch there or take a quick break,” says Jenn Andriik, an online editor for marthastewart.com. “[On] the Fourth of July, it's the best view in Manhattan.”

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