

PROFESSIONAL PROFILE

Experienced publications manager and editor with a proven track record developing, planning and producing magazines, newspapers and specialty publications for web and print. Skillful, articulate leader with experience managing multi-functional teams of journalists, promoting communication, providing motivation and maximizing efficiency across multiple projects. Demonstrated management and communications skills with the ability to maintain long-term, collaborative relationships with customers and other teams. Talented writer, photographer and publication designer with experience creating award-winning, high-engagement print and online packages.

SKILLS SUMMARY

- Website CMS/site design
- Photography
- Team leadership
- Editorial/project management
- Content conceptualization
- Print production/prepress
- Writing, editing, AP Style
- Publication design
- Budgeting

PROFESSIONAL EXPERIENCE

EDITOR/MANAGER

- Hired, managed and evaluated writers, photographers and graphic designers, as well as multiple freelancers.
 - » Ensured that deadlines, budgets and quality metrics were consistently met.
 - » Suburban weekly newspaper received five General Excellence awards from the South Carolina Press Association; personally honored multiple times for writing and design.
 - » Monthly parenting magazine received more than 20 awards for writing, layout and photography.
- Created yearly editorial calendars and monthly content budgets for online and print.
- Concurrently edited content for monthly magazines, weekly newspapers and multiple special publications.
- Managed online presence for two publications.
 - » Directed launch of new magazine website in 2015 that saw consistent month-over-month growth.
 - » Regularly posted and managed content for multiple websites.
 - » Directed social media efforts on Facebook, Twitter and Instagram for monthly magazines.
 - » Used Adobe Analytics (Omniure) daily to monitor web traffic and engagement.
- Oversaw production process, and managed bids and ongoing relationships with commercial printers.
 - » Achieved 20-plus percent savings on printing for monthly magazine – more than \$75,000 annually.
- Worked with sales teams to ensure profit goals were met.
 - » Worked with general sales manager to develop yearly content operating budgets.
 - » Monthly parenting magazine averaged 38 percent profit margin.

WRITER/PHOTOGRAPHER/DESIGNER

- Created story packages for magazines, newspapers and websites.
 - » Conceptualized, interviewed, wrote and photographed news and feature stories.
 - » Wrote weekly feature column for mid-sized daily newspaper.
- Recipient of multiple awards for publication design and graphics from South Carolina Press Association.
- Writing and design consultant to newspapers; redesigned sections for newspaper group in Alabama.
- Lead seminars on layout and design for commercial printers and press associations.
- Member, Professional Photographers of America.

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PREPRESS/IT

- Prepress manager for mid-sized commercial printing company.
 - » Oversaw day-to-day departmental operations and ensured all production deadlines were met, working closely with sales and press departments.
 - » Hired, managed and trained staff.
 - » Directed equipment purchases and transition to a direct-to-plate production process.
 - » Managed IT operations including procurement, configuration, installation and maintenance for network of Macintosh and PC computers and servers.
 - » Calibrated equipment for color accuracy and consistency from file to press.
 - » Troubleshooted customer files.
 - » Designed collateral, including brochures, newsletters, and small publications.
- Managed IT services for weekly newspapers.
 - » Procured, configured and installed equipment and software, including platesetters, and trained users to produce print-ready products.
 - » Directed weekly newspaper's transition to fully paginated design process.
- IT consultant specializing in Macintosh and Macintosh-PC based mixed networks.
 - » Manage and maintain networks, servers and workstations for clients throughout the Southeast.
 - » Optimize equipment for efficiency, consistency and maximum uptime.
 - » Implement backup strategies that have consistently provided effective data safety.
 - » Through calibration, ensure color accuracy for clients in printing and publication industries.
 - » Train publication-centric users in color toning, software use and proper file-building strategies.
 - » Design and build engaging, SEO-friendly websites for small businesses.

EMPLOYMENT HISTORY

- Custom/Non-Daily Publications Manager, *The Greenville News*, Greenville, SC; April 2001 – November 2016
- Prepress/IT Manager, Cross Country Printing, Greenville, SC; 1996 – 2000
- Editor, *Tribune-Times*, Simpsonville, SC; 1990 – 1995

COMPUTER SKILLS

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| • Adobe InDesign | • Adobe Photoshop | • Adobe Acrobat Professional |
| • Adobe Illustrator | • Adobe Analytics (Omniure) | • Microsoft Word and Excel |
| • Microsoft Powerpoint | • CCI Newsgate | • Gannett PRESTO CMS |
| • QuarkXPress | • Basecamp Project Management | • Basware |
| • Squarespace CMS | • Saxotech CMS | • Mac OS X Server |

EDUCATION

- University of South Carolina – Spartanburg
 - » Major in English with concentration in journalism and communications