

JACK DYLE MCDUNN

8 Bolingbrook Street • Boston, MA 01821
H: (918) 650-2256 • C: (514) 424-9866
jdcmnly@aol.com

PROFILE

Seasoned writing professional and executive with a proven track record of success working with top 20 health websites and major newspapers. Excellent writing and editing ability. Able to easily comprehend and analyze content with keen attention to detail. Acknowledged for generating business and reducing cost. Adept at directing multiple areas of responsibility while remaining firmly committed to maintaining productive relationships and earning and inspiring rapport and confidence with all members of the team.

EXPERIENCE

XXXX WEBSITE NAME XXXX

Chief Editor/VP of Content, January 2008–Present

Oversee content acquisition, creation, and syndication for this top diet and fitness sector website. Work with the business development, marketing, and technology departments.

- Set new site records and increased total page views and expert feature views by 300% in the first month alone resulting in constant growth in those areas.
- Recruited more than 30 experts with healthy lifestyle expertise convincing them to contribute free content in exchange for Internet exposure via the company's website and weekly newsletter.
- Developed business initiatives with major publishers such as McGraw-Hill, HarperCollins, St. Martin's, and HCI.
- Assisted in creating business arrangements with numerous contributing experts.
- Helped XXXX.com attain its millionth member and remain a sector leader.

XXXX NAME OF THE COMPANY XXXX.

President & chief writer, January 2007–Present

Provide expert content to assist clients with their websites and/or newsletters. Offer writing, editing, and consultation services to individuals and businesses. Current clients include DiettoGo.com and eBrandAid.com.

XXXX.COM

Editor-in-Chief, January 2002–December 2006

Wrote and modified all teasers, headlines, and subject lines for the group of newsletters with audiences ranging from 13 million to 500,000. Conducted weekly executive sessions and worked with other department heads, particularly ad sales and marketing chiefs, as an XXXX executive.

- Played an instrumental role in enhancing the brand name of XXXX and responsible for building strong relationships with dozens of experts, authors, and companies.
- Oversaw and assisted in production of 17 popular online newsletters.
- Managed a small, cost-efficient, and multi-talented team of writers/editors.
- Assisted in hosting a health-oriented website that provided "GOOD" content; team received industry honors in 2006.
- Served as the popular personality "XXXX."
 - Wrote a weekly column that during its best year engendered more than 7,000,000 page views.
 - Appeared in onsite videos as "XXXX" and gained national attention, including numerous radio and online radio interviews.
- Served as the editor of an XXXX "XXXX" project for XXXX in 2006.
- Helped launch XXXX.com's sister site, XXXX.com, in September 2002.

Managing Editor, January 2000–December 2001

Played a major role in taking XXXX from 770,000 subscribers to 10 million subscribers, and from 30,000 paying members to the 200,000 mark. Boosted sales records in the first year with the company.

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EXPERIENCE (CONT'D.)

- Developed the two weekly newsletters into a suite of eight with titles as varied as XXXX Extra (the flagship Monday-Thursday offerings) and Worst of the Worst Foods.
 - Began with one writer and a few experts and freelancers, and later added key staffers and a small group of renowned experts from diverse areas.
- Promoted to Editor-in-Chief in late 2001 with XXXX acquiring XXXX.com.

XXXX NAME OF THE COMPANY

Senior Editor, February 1996–December 1999

Edited copy, rewrote and wrote stories, oversaw and directed the writing staff, suggested story ideas, wrote weekly public relations round-up for national media outlets, and handled media and public inquiries.

- Achieved 300,000 weekly sales at Sun tabloid.

Editor, June 1995–February 1996

Managed routine business and editorial aspects of the publication, handling personnel matters, delegating authority, designing and approving covers and inside pages, selecting story ideas, and writing headlines and copy. Handled media relations via radio, television, and print interviews.

- Reduced costs and boosted circulation; commended upon by publisher.

Deputy Editor, May 1995–June 1995

Worked closely with Editor, performing similar tasks. Promoted to Editor.

Senior Writer, January 1990–May 1995

Wrote majority of the main stories featured on cover. Rapidly and creatively established a lively copy.

Contributing Editor, September 1988–January 1990

Regularly produced as many as 10 creative stories a day in a three-man writing staff office.

XXXX NAME OF THE COMPANY

Office manager, 1983–1988

Gathered news, designed pages, and wrote headlines. Handled a seven-person staff of freelance writers, dealing with the public and working at the main office in Wilkes-Barre, Pennsylvania.

- Selected and designed top national and international stories for the cover and inside pages.

XXXX NAME OF THE COMPANY

Staff writer, 1981–1982

Handled police reports, obituaries, and various news and feature articles.

EDUCATION

XXXX NAME OF THE UNIVERSITY XXXX ~ *Bachelor of Arts in Journalism*, 1981