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EXPERIENCE

January 2008 to present: Chief Editor/VP of XXXX Website Name XXXX

I oversee content acquisition, creation, and syndication for this top diet and fitness sector Web site. I answer directly to company CEO, and work hand-in-hand with the business development, marketing and technology departments. In my first month alone, I set new site records for total page views and expert feature views. Growth in those areas has since been constant. I have recruited more than 20 experts with healthy lifestyle expertise and convinced them to contribute free content in exchange for Internet exposure via our Web site and weekly newsletter. I have also developed business initiatives with major publishers such as McGraw-Hill, Rodale and HCI. And I have helped create business arrangements with many of the contributing experts. My efforts have helped XX Website attain its millionth member and remain a sector leader.

January 2007 to present: president & chief writer, XXXX Website name XXXX

I provide expert content to clients needing help with their Web sites and/or newsletters. I am also available for writing, editing and consultation for individuals and businesses in need of such services. Current clients include XXXX.com and XXXX.com.

January 2002 to December 2006: Editor-in-Chief of XXXX Website Name XXXX

I oversaw and had my hand in production of 17 popular online newsletters. I wrote, tweaked or rewrote every teaser, headline and subject line for the group of newsletters that had audiences ranging from 13 million to 500,000. I helped launch XXXX.com's sister site, XXXX.com, in September 2002. As an XXXX executive, I sat in on weekly executive sessions and worked hand-in-hand with the other department heads, especially our ad sales and marketing chiefs. I answered directly to XXXX founder XXXXX from January 2000 until his departure from XXXX early in 2006. I compiled and oversaw a small, cost-efficient, multi-talented team of writers/editors. In 2006, we received industry honors for hosting a health-oriented website that served up "GOOD" content – only a handful of sites bested us. During my seven years at XXXX, I served as the popular personality "XXXX." In that capacity I wrote a weekly column that during its best year racked up more than 7,000,000 page views. I have appeared in onsite videos as XXXX and have gained national attention, including many radio and online radio interviews. In 2006, I was editor of an XXXX "XXX" project for XXXX. While helping make XXXX such a major brand, I forged relationships with dozens of experts, authors, and companies.

January 2000 to December 2001: Managing Editor of XXXX Website Name XXXX

As Managing Editor, I 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. Sales records became commonplace during my first years with the company. I accomplished this by growing our two weekly newsletters into a suite of 8 with titles as varied as XXXX Extra (our flagship Monday-Thursday offerings) and Worst of the Worst Foods, a humorous yet informative look at eating habits and foods that are diet-deadly. I started with one writer and a few experts and freelancers, then added key staffers and a small army of renowned experts on everything from fitness and nutrition to psychology and beauty. In late 2001, XXXX acquired XXXX.com and I was promoted to Editor-in-Chief to oversee the new editors and writers we gained with the move.

February 1996 to December 31, 1999: Senior Editor of XXXX, a national tabloid which is now part of the XXXX

During my tenure, weekly sales averaged 235,000. Duties include editing copy, rewriting and writing stories, overseeing and directing the writing staff, suggesting story ideas, proofreading pages, writing weekly public relations round-up for national media outlets, handling media and public inquiries.

June 1995 to February 1996: Editor of XXXX

Duties included running the day-to-day business and editorial aspects of the publication, handling personnel matters, delegating authority, designing and approving covers and inside pages, selecting story ideas and angles, writing headlines and writing copy. Drew praise from publisher by cutting costs and boosting circulation. Handled media relations via radio, television and print interviews.

May 1995 to June 1995: Deputy Editor of XXXX

During my short stint as No. 2 man, I impressed the publisher enough to earn a shot at Editor. Did many of same tasks, but worked hand-in-hand with and answered to Editor while doing so.

January 1990 to May 1995: Senior Writer of XXXX

Duties included writing most of the main stories featured on cover. Churned out clean, lively copy -- quickly and creatively.

September 1988 to January 1990: Contributing Editor at XXXX

I was the workhorse of the three-man writing staff, producing as many as 10 creative and clean stories a day.

1983 to 1988: Office manager for XXXX, a weekly newspaper published in Northeastern Pennsylvania

Duties included gathering news, designing pages, writing headlines, handling seven-person staff of freelance writers, dealing with the public and working weekends at the main office in Wilkes-Barre, Pennsylvania where I selected top national and international stories for the cover and inside pages... which I then designed working with managing editor.

1981-1982: Staff writer for XXXX newspaper in Bloomsburg, Pennsylvania

Handled police reports, obituaries and various news and feature articles during my first professional writing assignment.

MISCELLANEOUS

Throughout the 1990s, I researched and wrote 13 page-a-day calendars published by XXXX of Kansas City.

EDUCATION

Bachelor of Arts degree in Journalism from XXXX Name of the University XXXX (1981)