



Summary of Skills:

- More than 20 years of experience as an Editor and Project Manager for various industries.
- Seasoned manager of daily operations, work flow, and staff for numerous companies.
- Accomplished directory and database creator/editor for both print and online publications.
- Skilled content producer including online content, newsletters, press releases, articles, interviews, directory and listing blurbs, advertising and marketing materials.
- Internet savvy with ability to maintain online presence through CMS websites and social media.
- Experienced in music royalty administration, contracts, publishing and placement agreements, radio/video campaigns, promotion and distribution, metadata, and song pitches.
- Strong written and verbal skills, proficient on Mac and PC computers.

Experience:

Owner, Entertainment Editorial 2016 - present

Artist/Owner, Rustic Heart Records 2000 – present

- Award Winning Singer and Songwriter with multiple commercial releases as well as music for film and TV.
- Write, edit and proof copy for CD's, liner notes, websites, bios, ads, newsletters, press releases, posters, etc.
- Concept design and editing of artwork, photos, CD's, videos, and marketing materials.
- Create and maintain web presence: (CMS) website, Facebook, YouTube, Twitter, PayPal business tools.
- Experienced in royalty administration, contracts, publishing and placement agreements, radio/video promotional campaigns, and distribution channels.
- Create metadata and song pitches for songs submitted to music production libraries, music supervisors.
- Advisor and mentor to artists for general music business and creative solutions, contracts, royalties, press releases, bios, CD's and promo materials.
- Associations: Voting Member NARAS/Grammys, Writer/Publisher ASCAP, AIMP, SONA Steering Committee.

Part-Owner, Hotel Services, Inc. April 2006 to 2019

- Oversee daily operations for Certified General Contractor specializing in hotel renovations in multiple states.
- Design/create marketing materials including: CMS website, Facebook page, brochures, advertising, convention materials, newsletter, lead letters, business cards, t-shirts, office and field documents and forms.
- Responsibilities include: supervising remote office personnel, HR and payroll for field staff, GL and WC insurances including audits, licenses, purchasing, and generally insuring all business obligations are met.
- Coordinate with clients, subs and vendors: purchase orders, contracts, invoices, lien releases, and insurances.
- Develop and maintain databases for subs, vendors, and leads.

Managing Editor, 411 Publishing / *Variety* June 2000 – June 2006

- Originally hired to create two new directories: *Producers 411*, and *Agents, Managers & Casting Directors 411*. Went on to create *High Def 411*. Became managing editor of both *LA 411* and *New York 411*, the two most



respected directories for film, TV and commercial production. These directories consisted of tens of thousands of verified listings updated annually. Some books included articles and interviews as well.

- Managed editorial staff and ran editorial department on a daily basis.
- Collaborated with writers on content, photos and artwork. Edited and proofed layout and articles.
- Developed and designed editorial content and layout for directories: sections, categories, listings, articles and interviews; as well as qualified listing standards (companies had to meet certain requirements to be listed).
- Worked with graphic artists for print editions on listing layout and proofing, as well as cover and tab art.
- Oversaw transition from print only books to online searchable directories. Coordinated with IT to develop internal database criteria and external online directories.
- Collaborated with marketing and advertising teams to grow circulation, boost sales and increased visibility in the marketplace, while maintaining advertiser/editorial balance.

Directory Editor, Freedom Technologies Media Group August 1999 – June 2000

- Hired to create company's first CRM related print and online directories for multiple publications.
- Company originally wanted only paid listings directories, but I was able to show that by creating directories, which were a combination of paid and free listings, that they would actually be able to enhance their advertisers' presence while maintaining editorial balance for their readers. These directories were very successful with advertisers, readers, and the company.
- Developed and designed editorial content and layout: sections, categories, listings, and indices.
- Wrote and edited glossary of terms for what was then a new and evolving industry.
- Oversaw and worked daily with graphic artist to create layout and proof all listings.
- Worked with writers on article content for each publication. Edited and proofed articles.

Operations Manager & Asst. Editor, *Wines & Vines* September 1988 – June 1998

- Oversaw daily operations for the oldest US wine trade publication including: temp staff, collection and tracking of money for subscriptions and advertising, bank deposits, and everything from office supplies to building maintenance.
- Edited and proofed *Wines & Vines Annual Directory and Buyer's Guide*. Updated all verified listings and sections each year including extensive indices, and manually created maps.
- Created and edited calendar section of *Wines & Vines* monthly magazine along with information for special issues, press releases, and other events such as trade shows.
- Proofed monthly magazine including articles, interviews, and advertising. Press checks when required.
- Managed and maintained database and mailing lists.

Education:

Empire College School of Business, Santa Rosa, CA

Travel and Tourism program and standard areas of business study.

Montgomery High School, Santa Rosa, CA

General studies, worked in school office, active in choir and dance classes and performances.