



EMPLOYMENT

07/11 – present

The Future is Fiction Communications

Social Media Consultant

I create social media and publicity campaigns for authors, startups and small business and I write freelance articles for various websites. Audiences I've written for include professional DJs, teens that watch TV with their smartphones, mystery readers, and business CEOs. While running this business I have:

- ✦ In the first four months of a campaign for a business consultant, took his website from a world ranking of 8.5 million/unranked in the US to ranking 2 million in the world and 360,000 in the US
- ✦ Helped clients position their brand on Tumblr, Twitter, Facebook, Pinterest, LinkedIn and Reddit
- ✦ In three months, selected as "featured author" on the writing site Protagonize
- ✦ Written press releases, media kits, and email campaigns that target relevant producers, bloggers and editors
- ✦ Mailed samples to interested media outlets and followed up politely but extensively
- ✦ Created copy for web pages, written blog posts and drafted e-newsletters
- ✦ Accrued 36,000 followers on a music social network (Blip.fm), consistently ranked among the ten most popular users

05/07 – 05/11

Ulysses Press

Publicist

Ulysses has been voted by *Publishers Weekly* as one of the "Fastest Growing Small Publishers" for three years. This feat was achieved by a team that scours the web for upcoming trends, and turns that research into trade paperbacks in under-published niche subjects. My duties:

- ✦ Arranged speaking engagements for touring authors: established venue; booked flights, hotels and cars; coordinated with bookstores to insure a successful event with adequate books for signings
- ✦ Worked with editor to produce copy that met the strict grammatical standards of the publishing world
- ✦ Represented the company's voice to the outside world with press releases, media advisories and letters
- ✦ Arranged interviews between authors and bloggers, journalists, and producers
- ✦ Managed entire publicity department in an environment of tight deadlines
- ✦ Created complex yearly, monthly and weekly campaign plans for a diversity of projects
- ✦ Produced and edited HTML for the company's website

05/06 – 05/07

ReadyMade Magazine

Intern

Described as "DIY for Urban Hipsters," *ReadyMade* is a magazine that focused on sustainability and crafting long before either were buzzwords for cool. Their circulation is 500,000.

COMPUTER SKILLS

- ✦ **Software:** InDesign, MS Office, Quark, Filemaker Pro, Dreamweaver, Fireworks, Ubuntu, Knoppix, Open Office, GIMP
- ✦ **Web:** Wordpress (.com and .org), Movable Type, Tumblr, Posterous, Cision, Tweetdeck, Hootsuite, Twitter, Facebook, HTML, CSS

EDUCATION

2002

Florida State University

BA Creative Writing/Sociology

- ✦ Granted the Torchbearer Award for excellence in student government
- ✦ As student senator elected to the Sweepings Committee (budget \$200,000). Gained funding for controversial campus entities despite widespread opposition

2011

AcademyX San Francisco

Web Design

- ✦ Extensive three-month course covering HTML, CSS, Dreamweaver, Adobe Fireworks and Search Engine Optimization