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## **EXPERIENCE**

2003-2008 *BAY NEWS 9 – ST. PETERSBURG, FLORIDA*

### **Web editor**

Selected, edited and wrote content for award winning local cable TV news web site. Updated site daily with key information for TV viewers and web readers.

- \* Duties included placing photos, streaming video and hyperlinks with stories
- \* Developed web content pages
- \* Wrote original news and sports content for web

Other duties included working the assignment desk, assigning reporters and photographers breaking news stories and contacting emergency service providers and police for background. Worked with station's video on demand channel, where duties included copywriting and coding.

**\* *Company earned the Edward R. Murrow Award for large market web sites in 2008***

1986 -  
present

*REGIONAL AND NATIONAL PUBLICATIONS*

### **Freelance Writer**

Develop story ideas and market them nationally to the appropriate target audience. Have freelanced for: Architectural Digest, Associated Press, Baltimore Sun, Baseball America, Baseball Digest, Beckett Baseball Card Monthly, Boston Globe, Boys' Life Magazine, Collegiate Baseball Magazine, Courtside Magazine, Dallas Morning News, Fort Lauderdale Sun-Sentinel, Legends Magazine, Los Angeles Daily News, Major League Baseball Publications, Miami Herald, NFL Alumni Yearbook, NHL.com, Nickelodeon Magazine, Parent & Child Magazine, Playoff Sports Cards, Popular Science Magazine, Rinkside Magazine, Sports Illustrated, Sports Illustrated For Kids, St. Petersburg Times, Topps Sports Cards, United Press International, USA Today, USA Today Baseball Weekly, Washington Post.

1998 - 2003 *BAKER-DILLON PUBLIC RELATIONS, CLOVIS, CA.*

### **Public Relations Associate** *(consultant)*

Consultant to public relations firm for sports related marketing initiatives. Assisted with developing marketing strategies for new products, helping with promotional activities for athletes and writing for sports related publications.

2000 - 2001 *ALLTEL COMMUNICATIONS - TAMPA, FLORIDA*

### **Media Relations Specialist**

Developed and distributed press releases, media responses and support materials for business and community initiatives in Tampa and seventeen surrounding counties. Coordinated press conferences, special events and community activities. Coordinated media training for management and provided on-going media counsel as needed. Wrote articles for internal and external publications.

1986-2000 *TAMPA TRIBUNE - TAMPA, FLORIDA*

### **Writer**

Developed in-depth articles, features and investigative pieces for sports and news. Utilized investigative and web-based research.

### **Copy Editor**

Responsible for grammar, content and AP style of local and national sports copy for daily 200,000 circulation newspaper. Was also responsible for writing headlines and cutlines working under deadline environment.

### **Projects Coordinator**

Created position to develop and plan investigative sports projects. Assigned stories, art and graphics and coordinated layout with assisting editors. This position and the writing coach position accentuated my people skills and ability to work well with different departments.

### **Writing Coach**

Created position to enhance writing and reporting skills for staff of 35 reporters. Met with writers individually and served as daily content editor. Worked with reporters to discuss future stories and projects. Produced department newsletter focusing on story critiques and tips for improving writing.

### **Bureau Chief/Manager**

Supervised 12 reporters comprising eight zoned editions. Was responsible for special sections, daily story budgets, selection, content and editing. Other duties included conducting staff evaluations and maintaining correspondent budgets.

Other positions included sports editor at the Howard County News and reporter at the Carroll County times, both in Maryland.

## **EDUCATION**

BA University of Maryland Baltimore County

## **AWARDS AND MEMBERSHIPS**

- Society of Professional Journalists Award of Excellence for feature reporting
- Member - Florida Sports Writers Association, Florida Free-lance Writers Association and Public Relations Society of America