



## **Editor and Project Manager**

100 Years of Gator Football

**The Gainesville Sun – May 2005 to December 2006**

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Responsible for guiding process of production, editing, marketing, distribution and sales of 100 Years of Gator Football book, a joint project between the University of Florida Athletic Association and the Gainesville Sun.

- Negotiated contracts with printers.
- Negotiated contracts with book distributors.
- Organized workflow and managed production of book.
- Researched and produced historic photographs and artifacts for book.
- Wrote and edited copy.
- Designed and implemented an online distribution and order fulfillment system with third party vendor.
- Coordinated marketing efforts using radio, print, TV and direct mail.

## **Web Designer and Producer**

**The Gainesville Sun – June 2000 to June 2001**

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Shifted from Photo Department to New Media Department to help revamp and upgrade newspaper websites.

- Learned HTML on the job and coded stories within first week of new position.
- Added a Sports section, message boards, events calendar and movie listings which grew traffic nearly 30% in one year.
- Completely re-coded websites for speed and to facilitate new features.
- Led a team that redesigned GainesvilleSun.com, which resulted in an award for Best Newspaper Website in Florida for newspapers under 100,000 circulation.
- Designed, coded and implemented a redesign for GatorSports.com that resulted in 25% growth in page views.

## **Photo Editor**

**The Gainesville Sun – May 1993 to June 2000**

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Managed a staff of 9 photojournalists and photojournalism interns and was responsible for all photographs in all sections of the newspaper.

- Established use of digital photography for Sun Photo department.
- Planned daily photo coverage as part of the news department management team.
- Managed a \$100,000 budget for equipment and supplies.
- Designed processes for distribution and handling of digital photographs for photographers, page designers, editors and image color correctors.
- Team leader for coverage of national news and sporting events for the New York Times Regional Newspaper Group.
- Created a recruiting program that resulted in internships for more than 100 University of Florida photojournalism students.

## **Staff Photographer**

**The Gainesville Sun – August 1990 to May 1993**

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Responsible for a full range of photographic assignments including studio, breaking news and major college sports.

- Initiated process of scanning negatives, the first use of computers at The Gainesville Sun photo department.
- Trained staff in use of new equipment and developed processes for handling images.

## **Education and Internships:**

### **Bachelor of Science in Journalism**

**The University of Florida - 1990**

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- Process Mapping training
- Staff photographer for Fleet Street Publishing
- Photo Editor of the Independent Florida Alligator
- Photojournalism internship at The Gainesville Sun
- Photojournalism internship at Patuxent Publishing
- Staff photographer at the Independent Florida Alligator
- Own a wedding photography business

## **Awards and Honors**

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- 2006 Digital Edge Winner - Best Classified Innovation - Gainesvillelist.com
- 2006 Digital Edge Finalist - Best Design and Site Architecture - GatorSports.com
- 2005 Digital Edge Finalist - Best Design and Site Architecture - Gainesville.com
- 2005 Poynter Institute - Leadership for Online Editors
- 2001 Florida Society of Newspapers Editors - Best Newspaper Website
- 1993 to 2000 managed multiple state and national NPPA photojournalism contest winners

## **Summary of Qualifications**

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- Newspaper administration
- Personnel management
- Process mapping
- Adobe Photoshop
- Graphics production
- Photography and photo editing
- Digital assets management
- Book and special section production
- Basic Flash production
- Print advertising production