

# ...IT'S ABOUT TYTME

## a brief history of...

*Comfort zone?  
What the heck is  
that?*

## Web

*design, UX/UI,  
code, content,  
social media,  
marketing*

## Video

*pre- to post-  
production*

## Words

*feature, news,  
web, copy, technical  
writing & editing*



PH: 800.450.8963

**ItsAboutTyme.com**

# Tyme

PH: 800-450-8963 (M)

JobApplicant@ItsAboutTyme.com ~ [ItsAboutTyme.com](http://ItsAboutTyme.com)

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## WRITER / EDITOR

**OBJECTIVE:** To be productive always, to be challenged regularly, and to laugh often.

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### EDUCATION:

Degree in *Environmental Law & Policy / Communications* (University of North Carolina at Chapel Hill)

Degree in *Mass Communications / Journalism* (LSSC); photography / photo editor scholarship

Degree in *Digital Media; Human Interaction Design* (Valencia College) [pending]

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### EXPERIENCE OVERVIEW:

More than 15 years of media work experience, including (overlap) but not limited to:

15+ years as a **journalist, technical writer & editor, copywriter & copy editor**

15+ years as a **video producer, videographer, video editor**

15+ years as **web designer / developer; web manager; content producer; social media manager; digital marketing**

### WORK HISTORY:

2003 – present: No Pun Productions

Writer, Editor; Copywriter, Copy Editor; Technical Writer, Technical Editor; Communications Specialist; Digital Marketing Strategist; Content Strategist / Producer; Digital Media Producer; Digital Media Manager; Web Designer / Developer; UI/UX/IxD Architect; Web Manager; Social Media Coordinator; Video Producer, Videographer, Video Editor; Photographer, Photo Editor; E-Learning / Training Specialist; Multimedia Specialist; Project Manager

**See detailed experience and skills in next section, after Example Projects.**

### EXAMPLE PROJECTS:

ROLES: Copywriter, Blog Writer; E-mail Marketing Writer

CLIENT: **Mid-Atlantic Technology & Environmental Research, Inc.**

ROLES: Communications Manager, Technical Writer, Technical Editor, Researcher

CLIENT: **Mid-Atlantic Technology & Environmental Research, Inc.**

ROLES: Web Content Producer; Web Content Editor; Digital Media Strategist [staff]

CLIENT: **Bright House Networks** (a Time Warner company), "**About Central Florida**" web portal

ROLE: Digital Media Manager; Community Manager (contract) | Web Content Writer (freelance)

CLIENT: **Internet.com | JupiterMedia (QuinStreet)**

ROLE: Copywriter, Copy Editor; Blog Writer; Email Campaign Writer / Designer

CLIENT: **Wallpaper for Windows**

ROLE: Copywriter, Report Writer, Market Researcher

CLIENT: **Rose Spice / Wagner Gourmet Foods, Inc.**

ROLES: Web Content Producer; Content Strategist; Web Services Manager; Graphic Artist; Photo Editor

CLIENT: **Brunswick County Government Online**

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## ~ · WRITING and EDITING · ~

### SKILLS and EXPERIENCE:

**COPYWRITER / COPY EDITOR; WRITER / EDITOR** (CREATIVE & TECHNICAL)

**Research, interview** sources, **write**, and **edit**. Projects have included, but have not been limited to, the following:

- feature magazine articles
- newspaper stories
- press releases
- brochure and ad copy
- product copy (packaging, catalog, ...)
- web content: features, news, blogs, e-newsletters, e-mail campaigns; social media (Facebook, Twitter, LinkedIn, YouTube, G+, ...)
- print & electronic newsletters
- instruction manuals; product documentation
- corporate reports; due diligence reviews
- slide presentations
- legal briefs
- technical reports & proposals; white papers
- medical journal articles
- academic writing (including mock legal documents)
- feature film, television, commercial scripts
- e-learning & training content

**Research** using printed sources, the Internet, legal stacks, Lexis-Nexis, repositories/archives, etc.

**Editing** according to *AP Stylebook*, *Chicago Manual of Style*, *American Medical Association Manual of Style*, and other industry-specific style guides

**Portfolio:** See [ItsAboutTyme.com](http://ItsAboutTyme.com) for a few writing samples.

Clients have included, but have not been limited to: *Behind The Scenes Magazine* (national) | *Markee Magazine* (national) | *Trailer Boats Magazine* (national) | *Music Magazine* (local) | Eckler Industries | Wagner Gourmet Foods, Inc. | Mid-Atlantic Technology & Environmental Research, Inc. | Bright House Networks (Time Warner) | QuinStreet (formerly JupiterMedia)

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## ~ · CONTENT PRODUCTION and STRATEGY · ~

Creating engaging content for various websites and complimentary digital channels for lead generation, sales, customer retention, visitor education and enjoyment. Roles have included, but not been limited to: **Content Producer; Content Strategist; Social Media Coordinator; Digital Marketing Manager, SEO/SEM Specialist.** (Samples available [itsAboutTyme.com](https://www.itsabouttyme.com).)

### SKILLS:

Writing, Editing	Photography, Photo Editing	Social Media
Proofreading	Content & Marketing Strategy	Web Metrics analysis
Video Production, Videography,	SEO, SEM, PPC	E-Learning & Training Content
Video Editing	Inbound Marketing	LMS Design & Management
Graphic Design	Digital Marketing	

Typical duties include, but are not been limited to, the following:

- Produce content (textual, photo, graphic, infographic, video, audio) that engages and informs visitors, and drives traffic to/through the website
- Select & edit photographs and other graphic content
- Plan editorial calendar, schedule & deploy social media content
- Produce call-to-action assets for lead generation or direct action
- Build email campaigns -- create textual and graphical elements; code email for delivery effectiveness and cross-device reading; optimize for maximum open/click rates
- Strategize, establish and manage social media campaigns, and populate social media channels with content; respond to current events and customer engagement opportunities
- Build SEM / PPC and other digital marketing campaigns
- Analyze traffic statistics, web metrics / analytics, social media metrics to refine content and campaigns
- Employ Google webmaster Tools and APIs (e.g., Google Analytics, Google Checkout, Google Maps, ...)
- Perform search engine optimization (SEO) and search engine marketing (SEM) tactics
- Design and build HTML email marketing campaigns, newsletters, CRM (e.g., MailChimp, iContact, Constant Contact, Salesforce, Salsa, ...)
- Produce podcasting; RSS feeds
- Create & deploy digital marketing campaigns through banner advertising, SEM / PPC (e.g., Google Adwords, YouTube, Bing, Facebook, Twitter, other social media), reciprocal links, RSS feeds
- Create video campaigns: produce, shoot, edit, publish, manage (e.g., YouTube, Vimeo, ...)
- Plan and deploy social media campaigns, create fresh assets, manager engagement
- Design, develop, produce content for e-learning courses (academic & training)

**NOTE: Also a veteran Web Designer, Web Developer, UI-UX Architect, Web Manager, Web Administrator** (Separate resume)

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## ~ · VIDEO PRODUCTION · ~

### EXPERIENCE HIGHLIGHTS:

See [itsAboutTyme.com](https://www.itsabouttyme.com) for a few video samples.

### PRODUCER / VIDEOGRAPHER / VIDEO EDITOR : WEB

Duties include, but are not been limited to:

- shoot taped segments
- edit (Avid Adrenaline; Avid Xpress Pro/HD; Final Cut Pro HD, Adobe Premiere)
- integrate into websites; optimize for web and mobile device viewing

## **CREATOR / WRITER / PRODUCER / DIRECTOR : TELEVISION**

Duties include, but are not been limited to:

- secure private funding
- obtain sponsors
- write proposals, treatments, and scripts
- prepare budgets, schedules
- supervise all aspects of development, pre-production, production, and post-production
- shoot live and taped segments
- edit (Avid Adrenaline; Avid Xpress Pro/HD; Final Cut Pro HD, Adobe Premiere)
- shop to networks and other media organizations

## **WRITER / PRODUCER / DIRECTOR / EDITOR : DOCUMENTARY**

Duties include, but are not been limited to:

- apply for grants; secure private funding
- write proposals, treatments, and scripts
- prepare budgets, schedules
- supervise all aspects of development, pre-production, production, and post-production
- pitch to networks and media organizations
- shoot live and taped segments
- edit video

Projects include: "Women In Pants"; unnamed Florida Indian Culture project; unnamed 'live aboard' project.

## **PRODUCER / FIELD PRODUCER : CORPORATE, COMMERCIALS, PSAs, MW, BROADCAST, WEB**

Duties include, but are not been limited to:

- write proposals, treatments, and scripts
- prepare budgets, schedules
- scout locations
- cast talent
- supervise all aspects of development, pre-production, production, and post-production
- shoot live and taped segments
- edit (Avid Adrenaline; Avid Xpress Pro/HD; Final Cut Pro HD; Adobe Premiere)

## **BROADCAST TRAFFIC SUPERVISOR (Universal Studios Florida, live event)**

Duties included, but were not been limited to:

Coordinated the taped and live media coverage of more than 150 television (plus radio) stations for the grand opening press event. This included, but was not limited to:

- bought and scheduled satellite time
- coordinated schedules for crew, live shots, and editing sessions
- supervised satellite trucks and personnel
- supervised live-site coordinators

## **BROADCAST TRAFFIC COORDINATOR (Walt Disney World Marketing, press events & live events)**

Duties included, but were not been limited to:

Coordinated the taped and live media coverage for as many as 150 visiting television stations. This included, but was not limited to:

- scheduled satellite time
- coordinated schedules for crew, live shots, and editing sessions
- distributed schedules and revisions to all television stations

## **RELATED VIDEO SKILLS:**

- convert (including up and down converting) video media for other uses, e.g., compressing for web
- author DVDs -- including transcoding, menu creation, additional media importation, duplication