

Dan Sullivan

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OBJECTIVE

I seek to utilize my skill set and training as a communications professional in order to advance an organization's mission and success.

PROFILE

- ♦ Veteran writer and editor with diverse experience across a wide range of print and electronic media platforms, producing compelling newspaper, magazine, educational and web-based copy under strict deadlines.
 - ♦ Champion of the local food movement, writing stories for large metropolitan and national audiences about innovative farming and marketing techniques, reducing waste across the supply chain, food justice and farm-to-institution initiatives, and how communities seeking food sovereignty collaborate and learn from each other.
 - ♦ Team player with solid management skills and tremendous networking abilities.
 - ♦ Experienced conference and event coordinator.
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PROFESSIONAL EXPERIENCE

Owner

Write On: Professional Editorial Services/www.writeoneditor.com

2009-present

I have served a broad spectrum of clients, including:

- ♦ Society of Environmental Journalists (promotion, fundraising and membership recruitment).
- ♦ Rutgers University (editing grant proposals across various disciplines).
- ♦ Pennsylvania Certified Organic (quarterly journal editor).
- ♦ The Morning Call daily newspaper, Organic Gardening, Mother Earth News and Modern Farmer magazines (authoring articles).

Co-Owner

Garlic Spot Farm/www.garlicspot.com

2013-2018

- ♦ Conceptualized and launched a unique and intensive farming operation supplying other farmers, backyard gardeners, foodies and chefs with dozens of varieties of specialty planting stock and garlic for eating.
- ♦ Developed a brand that is now well-recognized across the heirloom farming and gardening community.

Staff Writer (interim position covering for reporter on sabbatical)

2013-2014

The Morning Call metropolitan newspaper

- ♦ Covered breaking news and other assigned stories on the business desk at this seven-day daily.
- ♦ Conceived of and executed in-depth enterprise pieces. These included:
 - Martin Guitar Company's attempts to ensure a durable future for the industry by promoting sound forest stewardship.
 - A local ski resort's efforts to conserve natural resources by recycling effluent for snowmaking.
 - A series of stories highlighting the Lehigh Valley's burgeoning local food movement.

Adjunct Instructor/Course Developer

2012-2013

Green Mountain College, Poughkeepsie, Vt.

- ♦ Created and taught courses for launch of online Master of Science in Sustainable Food Systems program.
- ♦ Helped create inaugural residency program.

Interim Managing Editor

2010-2012

BioCycle magazine

- ♦ Coordinated four editorial departments for this 60-year-old trade publication geared toward commercial composting, organics recycling, renewable energy and community sustainability.
- ♦ Wrote, assigned, edited and photographed feature stories.
- ♦ Cultivated relationships with new and potential audiences – such as hospitals, municipal planning offices and academic institutions – interested in executing zero waste goals and policies.

Senior Editor**2004-2009****New Farm, www.newfarm.org**

- ◆ Collaborated with staff and freelancers to develop editorial and visual content for this Rodale Institute online publication that helped family farmers thrive while encouraging environmental stewardship.
- ◆ Executed key editorial changes – such as conceptualizing and executing an online portal for academic institutions committed to sustainable agriculture – that helped more than double readership.
- ◆ Forged and cemented relationships with high-profile leaders in the sustainable agriculture movement, including Farm Aid, Organic Valley Family of Farms and many academic institutions.
- ◆ Coordinated with other departments at the Rodale Institute to assure the pioneering work carried out at the 333-acre research-and-education farm translated into practical, applicable knowledge.
- ◆ Recruited, hired and supervised interns.

Senior Editor**2000-2003****Organic Gardening magazine**

- ◆ Helped lead a scaled-down editorial/design team to successfully navigate this decades-old flagship Rodale publication through a severe budget deficit to the magazine's first realized profit in six years.
- ◆ Recruited and groomed freelance talent, coached junior editors and administered internship program.
- ◆ Wrote and edited feature stories and managed departments. Navigated freelance and in-house copy through the editing and production process.

Managing Editor**1999-2000****Seaside Signal newspaper**

- ◆ Budgeted editorial content, managed editorial and production staff and produced features, editorials and news stories at this weekly Swift Newspapers, Inc., community publication.
- ◆ Spearheaded a top-down redesign and conversion from tabloid to broadsheet format.

Enterprise Editor/Environment and Ski Industry Reporter**1995-1999****Vail Daily newspaper**

- ◆ Supervised a team of six reporters and two photographers to produce quarterly enterprise projects and weekly special sections.
- ◆ Kept a critical watch on the largest ski resort company in North America and covered hotbed environmental issues in an area where public lands are both revered and exploited.

EDUCATION BS in Journalism, 1993, University of Florida, Gainesville, Fla.
MS in Environmental Studies with a focus on communications via new media platforms,
2010, Green Mountain College, Poultney, Vt.

MEMBERSHIP Society of Environmental Journalists (SEJ).

HONORS Great Lakes Environmental Journalism Training Fellow, 2004, Knight Center for Environmental Journalism, Michigan State University.

CONFERENCE Society of Environmental Journalists Annual Conference: 2006-2011.

MANAGEMENT BioCycle West Coast Conference, 2011-2012; BioCycle Renewable Energy from Organics Recycling Conference, 2010.
(Recruited speakers; organized and led bus tours, panel discussions and special events; facilitated conference coverage featured on these organizations' respective websites.)

TRAVEL Traveled to Peru researching an article on spiritual ecotourism, to Belize scouting the prospect of a children's book on manatee preservation and to South India to work with an environmentally focused nonprofit. Other visited countries include Costa Rica, Guatemala, Indonesia, Mexico and Nepal.