

# Tonya Johnson

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## Career Objective

To obtain a professional growth opportunity with stimulating challenges to utilize my writing, editing, proofreading experiences.

## Computer Software and Social Media

Content management software, Microsoft Office Suite, Outlook, Lotus Notes, IBM Notes, Instant Messaging, CopyBench, Excel, Powerpoint, Facebook, Twitter, LinkedIn, Tumblr, YouTube, and some WordPress and photo editing.

## Work History

### **A.M. Best Company, Oldwick, N.J.**

**2014 - Present**

Assistant Editor for the *Best's Underwriting Guide and Loss Control Manual*, an online business publication for the A.M. Best Global Products and Information division.

- Write, edit and proofread business articles to provide industry information to professional underwriters and loss control managers, who use the articles to advise business owners on best practices, across various industries. The web site covers more than 600 industries, serving more than 5,000 registered Internet customers per month.
- Conduct extensive industry research via multiple channels, including Internet data searches, phone interviews and on-site visits.
- Liaise with editor, and podcast producer, to create audio interviews for the A.M. Best website, and promotional CD for annual trade show events.

### **North Jersey Media Group (NJMG), Woodland Park, N.J.**

**2010 - 2014**

Staff Writer and Editorial Assistant for *The Item of Millburn and Short Hills* weekly newspaper.

- Collaborated with the editor to provide input on the weekly news for the community/social and religion sections.
- Managed multiple writing assignments, and liaised with paginators, and photo technicians to design and produce page layouts for weekly deadlines.
- Collaborated with residents, publicity managers and leaders of 23 local businesses, non-profit organizations, social clubs, and houses of worship, to promote their mission, projects and events to the public via print and web site.
- Conducted research and interviews for feature articles and profiles.

- Pitched and profiled authors including: *Dan Zevin, Pamela Ryckman, John M. Persinger, Michael Tampoll, Dr. John McLaughlin, Danyelle Freeman, T. Felder Dorn and Jessica Daniel.*
- Created the “Residents in the News” and “Business Briefs” columns.
- Compiled services and events to promote for houses of worship and programs.
- Use Atex Prestige content management software to write, edit and proofread articles and press releases in AP Style format.
- Wrote skybox teaser, headlines, photo captions and photo heads/labels for featured articles.
- Wrote wedding/engagement announcements, and obituary notices.
- Tagged and posted articles to [www.northjersey.com/millburn-shorthills](http://www.northjersey.com/millburn-shorthills).
- Contributed to the annual updating, editing and proofreading of *The Millburn and Short Hills Townscape business directory, 2011-2012, 2012-2013, and 2013-2014.*

Completed 20 byline articles for *The Item* including:

“Resident, therapy dog offers hope to youth at risk” (Feb. 2014)

“Catwalk4Cancer Fundraiser benefits pediatric patients” (Oct. 2013)

“Stiletto’s Got Strength in Numbers” (Sept. 2013)

“Residents and Friends Pray for America” (May 2013)

“The Power of Community Impact” (Dec. 2012)

“The Man Behind the Podium” (Sept. 2011)

“Fullman Shines in National Spotlight at Awards Dinner” (June 2011)

Wrote feature article “Riding High: A Growing Trend in Therapeutic Alternatives,” for the June 2012 annual issue of (201) Health, a supplement to (201) Magazine at NJMG.

**Professional Freelance Writer, Montclair, N.J.**

**1998 – Present**

Completed more than 32 byline articles for the following publications and websites:

- *Montclair High School Gymnastics Booster Club web page, Montclair, N.J.*
- *Vicinity Media Group, Fairfield, N.J.*
- *(201) Health Magazine, North Jersey Media Group, Woodland Park, N.J.*
- *The Star Ledger, Newark, N.J.*
- *The Alternative Press, New Providence, N.J.*
- *Aspire Magazine, Reading, England*
- *Black Enterprise, New York, N.Y.*
- *The Positive Community, Montclair, N.J.*
- *Iona Magazine, Riverside, C.A.*

## Writing Awards and Accomplishments

### **2012 New Jersey Press Association Better Newspaper Contest Award Winner**

Category of Writing and Illustration: Feature Writing Division: "Dad Was a Spy: Millburn native recalls father's mysterious past" (March 2012).

"Fullman Shines in National Spotlight at Awards Dinner" (*The Item*, June 2011), and various Project Healthy Bones photo caption press placements in *The Item*, have been used by members of Project Healthy Bones to advocate for Osteoporosis awareness at speaking engagements during conferences, and visits with senators and congressmen to lobby for a bill to pass early bone density screenings.

"The Real Face of Mental Health Stands Up to Win the Campaign of Many" ([www.thealternativepress.com-March](http://www.thealternativepress.com-March) 2009) feature article was selected to be included in the web news archives of the Teen Screen National Center for Mental Health Checkups at Columbia University ([www.teenscreen.org](http://www.teenscreen.org)), a website to improve access to mental health and wellness services and systems.

## Publicity and Special Projects

Moderator, coordinator, co-host and writer for the Watchung Booksellers *Writing Matters Series*: Children's Panel discussion (September 2010), Montclair, N.J.

- Wrote, edited and distributed letter of invitation to potential panelists.
- Booked and confirmed guest speakers.
- Drafted panel questions for interactive author/audience discussion.
- Wrote promotional advertising copy to be publicized on the Watchung Booksellers web site, in *The Montclair Times* (a local weekly newspaper) and around town in local retail store front windows and on bulletin boards.

Planning Committee co-chair for the first annual *Compleat Biographer Conference 2010* (May) held at the University of Massachusetts. The event was sponsored by the Biographers International Organization, which was newly launched out of New York City at the City University of New York Graduate Center.

- Planned guest speaker line up and themed panel discussions.
- Greeted and registered conference guest speakers and attendees. More than 40 authors, historians and publishing representatives participated in the conference.

Publicity chair for the Mt. Hebron Middle School Greenhouse Committee, Montclair, N.J.

- Secured a television interview segment for Mt. Hebron Middle School's Greenhouse program on NJEA's "Classroom Close-up NJ" broadcast on the New Jersey Network Public Television in December 2009 and January 2010. A press release placement in *The Montclair Times* and an interview with *Baristanet.com* promoted the upcoming segment.

Program co-chair and co-host for Watchung Elementary School Author Book Reading Black History Month Event, Montclair, N.J.

- Drafted letter of invitation to potential author guest readers, and sales vendors.
- Booked and confirmed authors and vendors.
- Wrote schedule of events; and wrote flyer to advertise and promote event throughout the Montclair Public School District.

Writing Consultant for the Montclair Public Schools Health and Wellness Partnership, Montclair, N.J. (2008-2009)

- Wrote press releases for the MPS Health and Wellness Partnership, a non-profit organization serving 6,750 students in grades K to 12, to promote health.

New York Cares Volunteer Program, New York, N.Y. (1994-1995)

- Team volunteer to assist Middle School students at P.S. 99 produce student magazine.

**Fairchild Publications, Inc., New York, N.Y.**

**1995 – 1997**

Office Manager in the advertising division, for *Salon News Magazine* and *Creative Designer Magazine*; was promoted after 6 months (in October 1995) from Advertising Sales Assistant for *Brand Marketing* and *Salon News* magazines.

- Met with publisher, editor and production manager to plan magazine layouts.
- Responsible for tracking the distribution of new magazine launch.
- Edited and proofread advertising media kits and sales proposals.
- Liaised with graphic designers, and outside vendors to create magazine ads.
- Coordinated and co-hosted annual trade shows and conference events.

**Columbia Presbyterian Medical Center, Human Resources Department  
New York, N.Y. 1992 – 1995**

Labor Relations Secretary reporting to the labor relations director (1994-1995), Records Assistant (1993-1994), and Front Desk Receptionist (1992-1993) reporting to the records and employee relations director.

- Wrote appointment letters and scheduled meetings for labor hearings and Class Action disputes; Processed leave of absence applications, termination notices, and employment verifications; coordinated and assisted in the planning of special events and the 25 year club award ceremony.

### **Education**

New York University Magazine Publishing Program, New York, N.Y. **1995**

Associate Degree, Marketing, the Art Institute of Pittsburgh (PA) **1989**

### **Writing Associations**

*Shut-up & Write! (or illustrate) with NJ/NY Writers & Artists; and Montclair Write Group.*