

**SHARLENE BREAKY** 344 West 23<sup>rd</sup> Steet, NYC 10011 ■ 212.366.1546 ■ 917.817.9832 ■ sharleneb@me.com

**BREAKEY-FINE CREATIVE** *currently*

Experienced professional providing ideation (visual and narrative), editing, writing, management and packaging services to magazines, non-profits, websites and businesses. Clients include:

- **REAL SIMPLE** Write story packages and features for home and lifestyle magazine.
- **SANDRA LEE MAGAZINE/TV GUIDE** As Editorial Director from 2013 to 2015, oversaw all aspects of producing a food and lifestyle magazine for food-network personality. Responsibilities included packaging, editing and writing 18+ issues; creating smart, branded content with sponsors such as Michaels, Kmart, Diageo, LG and Evite; and hiring and managing freelancers and a stable of sponsors' crafters, stylists, photographers and writers. Continue to consult and edit as needed.
- **5BOROS** Consult and provide ideas and content for *Crain's*-owned lifestyle magazine and website.
- **COUNTRY LIVING** Filled in during search for features editor, assigning and editing all home content; wrote features.
- **READYMADE** Wrote, edited and directed visuals for project-guide packages in DIY magazine.
- **OTHER EDITING CLIENTS** P.S.3 (branding and development); LilySarahGraceFund.org (content); TheKnot.com (freelance executive editor); *Fitness*; *InStyle Weddings* and *Makeovers*; NBC; *Glamour*; Time, Inc.; Mouth.com
- **OTHER WRITING CLIENTS** *Modern Farmer*; *Country Living*; blisstree.com (parenting column); *In Style*, *In Style Weddings*, *New York Post*, *Travel and Leisure Family*, *Time Out New York Kids*

**HALLMARK MAGAZINE, CONTRIBUTING EDITOR** 2006 – 2009

Provided vision and editing for this million-circulation women's magazine from launch to final issue. Responsibilities included developing and overseeing home and craft sections, mentoring junior editors, and developing and writing feature packages and essays. Created a parenting blog and content for website and craft blog. Conceptualized marketing film and one-offs, including producing a special cookie issue for the holidays and a guide to scrapbooking.

**SKELAGAMINK SKY BLUE PINK, CO-OWNER AND CHIEF CREATIVE OFFICER** 2002 – 2007

Co-launched and ran a children's clothing line, managing branding, packaging, marketing and sales reps; built a website, and produced seasonal photo shoots, catalogs and promotional materials. The high-end line was sold in stores worldwide, including Takashamiya and Barneys, and was featured in *Collezioni Bambini*, *InStyle*, *Daily Candy*, *Child* and more.

**REDBOOK, DEPUTY EDITOR** 2001 – 2002

Oversaw investigative features, assigning, editing and rewriting as necessary to reposition the magazine under new editor; recruited contributors, wrote coverlines and display, and generated ideas for new columns and front-of-book pages.

**WORKING MOTHER, EXECUTIVE EDITOR** 1999 – 2000 ■ **EDITOR IN CHIEF** 2000 – 2001

As executive editor, hired and managed staff, approved story ideas, critiqued first drafts and top edited copy. After being promoted to run the magazine when EIC became editorial director, managed a 20-person art, photo and edit staff; directed visuals and conceived issues; oversaw budgets; made speaking engagements and television appearances.

**NEW WOMAN, MANAGING EDITOR** 1995 – 1998 ■ **EXECUTIVE EDITOR** 1998 – 1999

Hired under new EIC to restructure art and edit staffs and manage editors and budgets; maintained story lineup and ran status and edit meetings; edited stories and recruited best-selling writers. After magazine was sold, promoted to reposition magazine for younger reader; oversaw editors and top edited copy; appeared on E! and made speaking engagements.

**HEARST CORPORATION/ESPN, CONSULTING MANAGING EDITOR** 1994 – 1995

Drafted by Hearst Magazines and ESPN to help create next-generation sports magazine. Developed staffing plan and budgets. Tested concept's marketplace viability with a series of preview magazines and prototypes.

**ADWEEK MAGAZINES, EDITORIAL PRODUCTION EDITOR ■ MANAGING EDITOR ■ FEATURES EDITOR** 1989 – 1994

Made trains run on time for a group of TV trades, then promoted to manage *News Inc.* and reorganize staff and budgets for *MagazineWeek* relaunch; reported news and gossip and edited features. Brought onto flagship *Adweek* to edit features.

**MCGRAW-HILL HEALTHCARE PUBLISHING, EDITORIAL ASSISTANT ■ PROJECT MANAGER** 1986 – 1988

Provided support to editor-in-chief; quickly promoted to oversee special education projects.

**EDUCATION ■ UNIVERSITY OF NORTH DAKOTA** *Bachelor of Arts, French and English; Bachelor of Science, Ed.* 1985