

# ROBERT SCHORK

Westchester County, NY • 914.709.0444 • [linkedin.com/in/rschork](https://www.linkedin.com/in/rschork) • [robertschork.com](http://robertschork.com) • [rschork@gmail.com](mailto:rschork@gmail.com)

## EDITORIAL DIRECTOR | EDITOR-IN-CHIEF | EXECUTIVE EDITOR

---

Innovative and creative editor with exceptional ability to understand general consumer and niche audiences across a broad range of topics and areas of interest. Maintain a strong focus on maximizing readership of both print and digital magazines by delivering relevant and timely content in an engaging manner. Excel at managing fast-paced environments with multiple publications running simultaneously on varying schedules, along with their round-the-clock digital counterparts, skillfully balancing competing deadlines and priorities to remain on schedule and on budget. Talent for identifying, recruiting, and developing high-potential staff across all business areas, including editorial, art design, production, and digital. Adept at conceiving and developing dynamic story ideas that resonate with targeted audiences across platforms. **Areas of expertise:**

- |                                      |                                     |                                  |
|--------------------------------------|-------------------------------------|----------------------------------|
| • New Publication Launches           | • Content & Story Development       | • Budget Planning/Administration |
| • Glossy Consumer Magazines          | • Consistent Editorial Voice & Tone | • Staff Recruitment & Leadership |
| • Niche & Enthusiast Publications    | • Target Audience Identification    | • Schedule/Deadline Management   |
| • Web Publications & Digital Content | • Year-over-Year Revenue Growth     | • Website & Print Redesigns      |
| • Custom Publishing                  | • Sponsored Content & Advertorials  | • Branded & Hosted Events        |

## PROFESSIONAL EXPERIENCE

---

Greystone Communications Consulting

**Editor and Principal**, 12/2017 – Present

Provide consulting (operational, strategic, and content) and outsourced editorial and communications services (content strategy and development, project management, editing, writing, marketing collateral, internal communications) to a diverse range of B2C and B2B clients in healthcare, luxury goods, regional lifestyle, digital intelligence, real estate, home finance, and other fields.

Today Media, Rye, NY

**Editorial Director / Editor-in-Chief / Executive Editor / Senior Editor**, 3/2008 – 12/2017

**Westchester Magazine, Hudson Valley Magazine, Westchester Home, 914INC., Westchester/Hudson Valley Weddings, Ultimate Guide to Westchester, and Ultimate Guide to Hudson Valley**

Oversaw print and digital operations for seven glossy consumer titles (two monthlies, two quarterlies, and three annuals), as well as all New York-based custom publishing projects. Managed \$1M+ annual budget and staff of ~30 across editorial, photo, art, production, and digital departments in Rye and Poughkeepsie. Developed and finalized annual editorial calendars and issue lineups; reviewed and top-edited copy for content quality and brand integrity. Directed print/digital advertorial operations for sales team. Worked closely with sales, circulation, marketing, and other colleagues, including partnering with marketing director on development of magazine-branded events; edited and refined promotional copy produced by marketing department. Represented company and publications in the community and media appearances.

### Key Achievements:

- Recognized for outstanding performance with multiple promotions in six years, serving as Editorial Director (6/14-12/17), Editor-in-Chief (6/13-6/14), Executive Editor (11/12-6/13), and Senior Editor (3/08-11/12).
- Drove consistent YOY newsstand sales growth (30% in 2017), as well as high/top-of-range subscription renewal rates.
- Established distinct editorial voices and tones for each publication and website; conceptualized covers, features, and story packages; worked with creative directors on cover design; performed top-level editing and approved final proofs.
- Developed concept for quarterly business magazine (*914INC.*); launched in 2010, yielding 15% growth in total revenue.

*continued...*

# ROBERT SCHORK

---

PAGE 2

- Achieved profitability for digital operations in 2014 with complete redesign of magazine group's websites and blog & newsletter system, which increased unique page views by 39%, boosted average newsletter open rate to 28% (vs. industry standard of 18%), and improved click-through rate to 30% (vs. industry standard of 12%).
- Generated ~\$170K in savings by driving reorganization of entire New York operation in 2014.
- Won City & Regional Magazine Association (CRMA) Award for 2013 Best Ancillary Publication in the country for *914INC.* (company's first CRMA award in an overall magazine category) and received second nomination in 2016.
- Nominated for 2012 & 2014 CRMA Award for Best Home/Shelter Publication for *Westchester Home*.
- Achieved top reader satisfaction scores (>90% rated pubs "Excellent" or "Very Good") in multiple subscriber surveys.

Primedia, New York, NY

**Managing Editor (Acting) / Assistant Managing Editor**, 4/1998 – 3/2008

## ***Soap Opera Weekly***

Led day-to-day print and online operations of national weekly consumer entertainment publication with 5M+ readership. Oversaw copy/story trafficking, deadline compliance, issue planning, story scheduling, pagination, production schedule adherence, line editing, and proofing/approval of final drafts. Prepared annual editorial and freelance budgets. Managed staffing, new hire and intern orientation, scheduling, and performance matters. Facilitated cross-functional collaboration among editorial, art, photo, copy, ad sales, and production departments. Attended Emmy Awards and other industry events.

### **Key Achievements:**

- Spearheaded the magazine's early online efforts, managing chat rooms, message boards, and web-exclusive content.
- Wrote and edited features, critical reviews, and news stories; conducted celebrity interviews; provided expert commentary and industry analysis for other print, radio, and television outlets, including CNN, ABC, and SOAPnet.
- Orchestrated efforts to broaden magazine's appeal and grow readership by successfully launching and directing prime-time/non-soap opera television coverage, establishing vital relationships with key television industry stakeholders.
- Created and served as Editor-in-Chief of *Reality Check*, a SIP on reality television shows.

\*\*\*\*\* \*\* \*\*\*\*\*

***Additional experience as Senior Editor for Soap Opera Magazine (American Media, Inc.) and Contributing Writer and Research Consultant for General Hospital: The Complete Scrapbook (ABC Daytime Television).***

## **EDUCATION / CREDENTIALS**

---

### **Bachelor of Arts in Social Sciences**

Bard College at Simon's Rock, Great Barrington, MA (*entered college two years early at age 16*)

- *Senior Thesis: A Macroeconomic Reappraisal of U.S. Healthcare Reform: Toward a Viable Strategy*
- *Semester Abroad: Bogazici Universitesi, Istanbul, Turkey*

### **Advanced Management Course; Basic Management Course; Basic Training Course for Auxiliary Officers**

New York City Police Academy, New York, NY

**Technical Skills:** Office 365 (Word, Excel, PowerPoint, OneNote, Outlook), CS6 (InCopy), WordPress, CMS (Rivista)

## **VOLUNTEER EXPERIENCE**

---

**Auxiliary Lieutenant / Sergeant / Police Officer**, New York City Police Department, New York, NY (1999 – Present)

**President**, Riverview Club Condominium Association Board of Directors, Yonkers, NY (2014 – Present)

*Oversee management, staffing, communications, and finances of 262-unit condominium with seven-figure operating and capital budgets.*