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MANAGING EDITOR / JOURNALIST / TRAINER

Currently **Managing Editor** of New York-based **etf.com**, a financial news and data site covering the exchange-traded fund industry (about 1 mln monthly visitors). I oversee a team of staff and freelance writers and editors, with responsibility for daily news flow, story assignment and staff training, as well as publication of videos, podcasts and newsletters. I served in a variety of leadership, editing and writing positions at **Bloomberg News** and the senior editor role at **Boundless Impact** and **Karma Impact** in New York.

EXPERIENCE

etf.com, New York, NY
Managing Editor

August 2022-Present

- Oversee editors, writers and freelancers at news, analysis and data website covering the exchange-traded fund industry
- Responsible for assigning, editing and publishing approximately 10 daily stories, 1 daily and 4 weekly newsletters, as well as videos and podcasts.
- Run daily editorial staff meeting where story pitches are discussed and the daily editorial calendar is set
- Manage daily, weekly, monthly calendar of articles, videos and podcasts
- Hold periodic training sessions on topics such as writing clear nut graphs, crafting headlines, interviewing subjects, submitting pitches
- Set and enforce the highest standards for accuracy, timeliness and fairness, as well as staying on top of trends and news that are important to the site's readers
- Making sure all content is maximized for search with best SEO practices

Boundless Impact, New York, NY
Senior Editor

January-July 2022

- Responsible for ESG research firm Boundless Impact's editorial content (published on Squarespace CMS)
- Rebooted primary paid content: updated style and voice to create reader-friendly pieces based on research-heavy studies
- Built the company's first system for producing, updating and tracking content
- Wrote, edited and managed Mailchimp email campaigns
- Liaised with tech and executive teams to ensure quality control of website content
- Interviewed potential new employees; onboarded and supervised interns

Karma Impact News, New York, NY
Senior Editor – Head of News

June 2019-September 2020

- As editor-in-charge, was responsible for all aspects of newsroom operations: setting editorial tone and direction, hiring, managing story pipeline and more
- Developed story ideas for staff and a global pool of freelancers, collaborating frequently to generate story ideas and guide writers as stories progressed
- Managed weekly and daily content, creating an uninterrupted flow of quality stories
- Led daily editorial meeting with news and art staff
- Created opinion section that published articles from thought leaders in impact investing

Bloomberg News, Editor & Reporter, New York, NY and Princeton, NJ 1998-2018

Various roles including:

Editor: *Social Velocity / Breaking News / US Speed Desk* 2008-2018

- Played key roles in founding Bloomberg's Social Velocity breaking news team: developed rules and best practices as the team grew from three U.S. reporters to 25 worldwide.
- Helped launch Bloomberg First Word's Washington, D.C. team: developed best practices for news gathering and reporting
- Served as co-team leader: set pace and tone, maintained sense of urgency; trained new members; scheduled news coverage and assigned tasks
- Created Bloomberg's first TweetDeck for monitoring breaking news
- Developed guidelines for team that monitored Twitter 24/7 for breaking news
- Enforced highest standards for speed and accuracy
- Wrote headlines that routinely moved stock and bond prices
- Headlined and summarized "This Just In" news collected from bots, crawlers, news alerts and press releases

Reporter: *Technology, Commodities, General Assignment* 1998-2008

- Covered Fortune 500 tech companies and news from Apple to Microsoft to Oracle while a member of the technology reporting team
- As commodities reporter, I covered markets including sugar, coffee and cotton
- Appeared live on Bloomberg TV; wrote feature articles for *Bloomberg Markets* magazine

FREELANCE AND OTHER RELEVANT EXPERIENCE

Freelance writer and editor for AARP.com, BigThink.com, Investopedia and others over various periods between 2018 and 2022

Business Reporter: *Daily Record*, Parsippany, NJ

Reporter & Editor: *North Jersey Herald & News*, Passaic, NJ; covered national, state, county and local matters

News Reporter: *Pioneer Press*, Oak Park, IL

Reporter: *Asbury Park Press*, Neptune City, NJ

Substitute Teacher: State of New Jersey

EDUCATION

Bachelor of Science – Anthropology, Northern Arizona University, Flagstaff, AZ

HONORS AND AWARDS

Journalism Award for Distinguished Business and Financial Reporting of New Jersey Issues from the CIT Group and Rutgers University Department of Journalism and Mass Media in the category for Best Article, Small Daily: **"Software Finds a Home"**