

CAROLYN HORWITZ
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[Portfolio: www.chorwitz.com](http://www.chorwitz.com)

Editor/Writer/Copywriter

- Provide editorial, writing, marketing, copywriting, and content-strategy services to clients that include Ennead Architects; new Google-owned travel platform Touring Bird (regional editor); design magazines *Interiors* and *Azure*; food/wine journals *The Tasting Panel*, *Somm Journal*, and *The Clever Root*; and MediaNeedle, a growth marketing agency.
- In June 2018, completed six-month project as executive editor of *Palm Springs Life*, overseeing day-to-day editorial operations of monthly lifestyle magazine and providing significant editorial input on other company publications, including *Home + Design*, *The Guide*, and *Pebble Beach*.
- Conceive, project-manage, edit, and write books on art, architecture, and design. Oversee photo editing, book design, and production. Write marketing materials and press releases.

Books edited/written:

Ennead Architects: Yale University Art Gallery (2019)

Ennead Architects: Kansas State University College of Architecture, Planning & Design (2019)

Ennead Architects: The University of Texas at Austin Cockrell School of Engineering (2019)

The Lending of Courage: American Veterans Disabled for Life Memorial, with contribution by Barack Obama (2016)

Dealer's Choice: At Home With Purveyors of Antique and Vintage Furnishings (2011)

New Tropical Classics: Hawaiian Homes by Shay Zak (2011)

Layers Volumes Light: Abramson Teiger Architects (2011)

Natural Histories: Public Art by Larry Kirkland (2010)

Yabu Pushelberg (2009)

Modern Order: Houses by Robert Gurney (2009)

The Place Itself: Selected Work of BAR Architects (2009)

Managing Editor, *Variety* | January 2016 to March 2017

Managed editorial operations of *Variety*, a Los Angeles-based weekly international trade magazine for the entertainment and media industry, and associated website.

- Conceived and executed complete editorial redesign of print magazine, with the goal of preserving the iconic brand's sense of tradition while modernizing the appearance and improving readability and engagement. Created fresh, inviting new look with clearer navigation, enhanced pacing and flow, and increased synergies with website. Created new sections, columns, editorial style, and design elements. Set and enforced editorial policies.
- Oversaw day-to-day editorial operations, reporting to co-editors-in-chief. Managed all editorial process, planning, assignments, and deadlines. Worked closely with editors, reporters, and critics in Los Angeles, New York, and London to ensure the most effective editorial coverage in print and online. Worked closely with art department to ensure most effective use of images and design. Oversaw proofing process.

- Edited weekly front-of-book news section, ensuring timely, accurate, and compelling coverage of the latest developments in the international entertainment and media business.
- Edited major features, columns, and reviews. Wrote headlines and display copy.
- Managed copy editors and production editor.
- Managed long-term planning of digital content, including migrating print stories effectively to web and conceiving web-only features.
- Served as editorial liaison with production, sales, and marketing departments.

Executive Editor, *Entrepreneur* | 2011 to December 2015

Oversaw all day-to-day editorial operations of *Entrepreneur*, an Irvine, Calif.-based national consumer magazine with circulation of more than 600,000.

- Conceived, planned, and assigned all editorial coverage, working with staff and freelance editors and writers.
- Managed staff that included managing editor, art director, associate editor, staff writer, articles editors, special-projects editor, copy editors, fact checkers, and assistant editor.
- Top-edited entire magazine, including features, section stories, editorials, special sections and listings.
- Wrote display copy throughout, including cover copy.
- Managed two complete magazine redesigns, conceiving sections, columns, and themes and helping to establish design parameters.
- Maintained editorial schedule and deadlines. Oversaw editorial budget and calendar.
- Represented publication at national business and media events.

Editorial Director, *Architecture/Interiors Press* | 2006-2011

Oversaw editorial operations for publisher of books on architecture, design, and fine arts.

- Oversaw production of books from conception to completion, determining editorial content and structure. Worked closely with art directors on establishing design parameters, including effective display of text with photography and other visual elements.
- Edited all text and photography. Wrote text, titles, photo captions, and credits.
- Hired and managed writers, photographers, graphic designers, and art directors. Established and maintained deadlines. Served as liaison with printers and distributor. Oversaw proofing and color correction.
- Assigned and oversaw photo shoots.
- Oversaw creation of company website, including information architecture, navigation, and user experience. Populated site with text and photography. Managed social media outreach.
- Wrote communications/marketing materials and press releases and served as media liaison. Aided with promotion, events, and business development.

Managing Editor, *Boston Common* and *Capitol File* | 2005

Managed editorial teams for the launch of two luxury-lifestyle magazines.

- Conceived sections, content parameters, and design elements.
- Assigned, edited, and wrote stories on culture, travel, design, food, beauty, and fashion.
- Managed assistant editors, photo editors, copy desk, and fact checkers.

- Established and maintained production schedules and budget.
- Assigned and oversaw photo shoots.
- Served as editorial liaison with fashion department, art director, photo editors, and production department.

Managing Editor, *Billboard* | 2000-2005

Managed editorial team for *Billboard*, the New York-based trade publication for the international music industry, and launched Billboard.biz, a subscription news website.

- Led team in launching Billboard.biz. Served as chief editor, determining content, taxonomy, and information architecture, and working closely with designers on navigation and user experience. Used CMS to manage content.
- Established editorial calendars and maintained daily and weekly deadlines and budget.
- Managed international editor, associate editor, and assistant editor.
- Oversaw editorial and production operations for daily print publication *Billboard Bulletin*. Assigned, edited, and wrote news and features. Edited all text and visual content, with final sign-off. Prioritized stories and wrote headlines.

News Editor, *Billboard* | 1998-2000

Assigned, wrote, and edited news stories, features, and guest commentaries for weekly magazine *Billboard* and daily publication *Billboard Bulletin*.

Associate Editor, *Billboard* | 1996-1998

As part of small team, created and launched daily news publication *Billboard Bulletin*. Assigned, edited, and wrote news stories.

Copy Editor, *Billboard* | 1995-1996

Copy-edited and checked facts for *Billboard*, the weekly magazine for the international music industry.

ADDITIONAL EXPERIENCE AND EDUCATION

Judge: Gerald Loeb Awards for Distinguished Business and Financial Journalism, 2018 and 2017; American Society of Magazine Editors’ National Magazine Awards, 2015 and 2014; Best in Biz Awards, 2014, 2013, and 2012; Web Form Design Awards, 2014

Advisory Committee Member: 500 Pens, an anti-hate news project

Brandeis University: B.A., *cum laude*, English and American literature