

# Craig Tomashoff

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## Summary

Creative, award-winning content contributor, storyteller and editor with work in print (newspapers, magazines), digital (websites) and TV and video production (scripted, live and documentary) | Expertise in helping big-name brands – such as *TV Guide*, *The Hollywood Reporter* and *People* – create engaging content for consumer (B2C) audiences across email, social, newsletters, TV and video platforms | Proven track record of creating branded and native content from inside a media company | Experience working in Word and InDesign.

## Print & Digital Content Experience

### Centennial Media | Editor-In-Chief

2017-Present

- Conceive, write, assign and edit all content for single topic, standalone 100-page magazines on a variety of topics such as marijuana, personal finance and health and wellness, with a 50,000+ circulation.

### People Magazine, Books Division | Writer

2017-Present

- Research and write all content for books include tributes to *Grease* and Betty White.

### The Hollywood Reporter Online | Regular Contributor

2012-Present

- Currently serving as a frequent content contributor and strategist at the most popular entertainment news website, with 21.5 million unique users a month, writing 10-12 stories per month on TV programming.
- Create content for special, branded print issues devoted to award shows and events.

### TV Guide Magazine | Executive Editor

2003-2011

- Served as the top editor at a legendary pop culture magazine with 1.8 million subscribers, managing a staff of more than two-dozen correspondents. Helped supervise transition from digest-sized publication to full-size consumer magazine. Oversaw production of 42 issues per year. Managed branded and custom content publishing. Developed content partnerships with industry leaders.
- Conceived/developed special custom-content issues for customers that included Disney, Nickelodeon and Warner Brothers
- Conceived/developed annual Producers Dinner, an exclusive event with top TV producers during Emmy season.
- Conceived/developed promotion partnerships with San Diego Comic Con and The Paley Center For Media. Also moderated panel discussions with celebrity talent at Comic-Con, Producer's Guild and Paley events.
- Regularly appeared on television shows like *Entertainment Tonight* and *Access Hollywood* to promote *TV Guide*
- Regularly created magazine content, including up to 8-10 news and feature stories per month.
- Supervised the Los Angeles bureau, including managing office budget and hiring staff.

## People Magazine | Associate Bureau Chief

1990-2000

- Served as a co-supervisor in the Los Angeles office for a pop culture magazine with 3.4 million subscribers, helping manage a staff of 12 reporters and mentoring new writers.
- Conceived/reported/wrote content that included between 10-12 news and feature articles per month.
- Regularly represented *People* in TV interviews with outlets such as *Entertainment Tonight* and CBS News.
- Negotiated cover and inside content for special editions, including the annual Most Beautiful People issue.

## Television Content Experience

### Syfy's Live From Comic-Con | Senior Producer

June-July 2016

- Served as a supervisor of interview content for Syfy Network's three first-ever live broadcasts from San Diego Comic-Con. Developed content guidelines for 2-3 on-air celebrity interviews per night. Pre-interviewed celebrity guests and created scripted content for their show segments.
- Developed game content and trivia segments for broadcast and online, including creating branded content for advertisers such as Trolli Candy.

### The Queen Latifah Show | Producer

2013-2015

- Served as content creator for 6-8 celebrity interview segments per week, pre-interviewing guests to develop scripted and unscripted show elements and then writing segments for the host and guests,
- Developed and produced segments with guest chefs, creating scripted and unscripted elements for cooking demonstrations with the host.

### VH1's Behind the Music | Producer

2000-2002

- Wrote or punched up the writing content for 8-10 scripts a season on this five-time Emmy nominated docu-series, including episodes with Billy Idol, Faith Hill, Styx, Barenaked Ladies, the Go-Go's and the musical *Hair*.
- Researched and conducted filmed interviews for episodes, then worked with editors to create final versions.

## Books & Other Publications

- **Freelance writing:** Articles have appeared in *AARP Magazine*, *Boston Globe*, *Boston Herald*, *CBS Watch*, *Emmy Magazine*, *Family Circle*, *Huffington Post*, *Los Angeles Times*, *New York Times*, *Us Weekly* Xfinitytv.com
- **Author, *The Can't-Idates: Running For President When Nobody Knows Your Name*** (Bobtimystic Books, 2017), a non-fiction story about "real" people who run for president.
- **Author, *You Live, You Learn: The Alanis Morissette Story*** (Berkley Books, 1998), a biography of singer Alanis Morissette.

## Education

Northwestern University | Medill School of Journalism

Master's Degree, Magazine Journalism

University of Washington

Bachelor's Degree, Communications