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Creative, strategic multimedia content producer and digital and print editor with expertise in the luxury lifestyle market. Adept at juggling multiple tasks and deadlines seamlessly. Produced tremendously successful paid special features for multiple publications. Most recently managed and contributed to nearly 100 publications annually. Previous experience ranges from working on major network TV segments to creating and managing email marketing campaigns.

EXPERIENCE

APRIL 2022 – PRESENT

PRODUCER/CONTRIBUTING EDITOR, JWC MEDIA

Produced and lead JWC Media's advertorial features including *Premier Doctors*, *Legal Leaders*, *Luxe Living*, *Selling the Shore*, *Power Women*, and *Dollars & Sense*.

APRIL 2020 – APRIL 2022

EDITOR-IN-CHIEF, HINSDALE LIVING MAGAZINE / JWC MEDIA

Took on the lead role for JWC Media's *Hinsdale Living* magazine. Sourced relevant story ideas for the monthly publication with more than 110,000 readers. Assigned and managed writers, photographers, and other key players to create stunning visual and creative storytelling content in the luxury lifestyle market. Additionally produced special feature projects across the JWC Media brand including *Premier Doctors*, *Legal Leaders*, *Luxe Living*, *Selling the Shore*, *Power Women*, and *Dollars & Sense*.

MAY 2019 – MARCH 2020

SENIOR SPECIAL PROJECTS EDITOR, JWC MEDIA

Took on an even more senior role overseeing multiple special projects and publications, all while simultaneously managing prior duties as Social Editor and Assistant to the Publisher. Led and managed editorial team to produce special features that range from an annual fall fashion photo shoot and annual advertorial winter jewelry shoot to the production of the Hinsdale Chamber of Commerce Community Guide for 2020.

DECEMBER 2016 – MARCH 2020

SOCIAL EDITOR, JWC MEDIA

Promoted to new editorial role, charged with managing social coverage and high-profile media sponsorships for all JWC Media publications. Coordinated media sponsorships with international, national, and local organization such as UNICEF, the Navy SEAL Foundation, and RUSH University Medical Center. Managed photographers and wrote reviews for nearly 300 events featured in the *Living + Giving* and *Social* sections of nearly 100 issues per year. Chose photos to be featured in the *Best Dressed* section of 36 publications per year. Wrote spotlight features and coordinated story photography on featured upcoming events. Researched upcoming events of interest to readers and created *Save the Date* sections in 50 publications per year. Coordinated editorial photoshoots,

stories, and interviews, including luxury jewelry and fashion products. Wrote and edited digital and print stories. Managed social media and digital coverage for all publications. Attended events on behalf of the company to uncover new leads and networking to find meaningful future brand partnerships.

MAY 2016 – NOVEMBER 2016

ADVERTISING OPERATIONS & CUSTOMER SERVICE MANAGER, JWC MEDIA

Joined JWC Media in an advertising role, tasked to maintain contact with all advertisers to ensure material deadlines were met. Became the face of JWC Media, shepherding the advertisers through the post sales process. Served as liaison between clients and internal advertising team to relay client feedback and art direction of ads designed internally. Coordinated customer billing. Worked directly with the production/design team.

JUNE 2015 – MAY 2016

OPERATIONS MANAGER, NORTH SHORE CAPITAL GROUP

Prepared all paperwork necessary for opening and maintaining brokerage accounts and insurance applications for prospective and existing clients. Participated and helped coordinate client appreciation events.

FEBRUARY 2015 – FEBRUARY 2017

DIGITAL MEDIA & CIRCULATION COORDINATOR, CFE MEDIA

Led the creation and coordination of multiple weekly email campaigns which supplemented CFE Media's B2B engineering publications. Served as final set of proofreading eyes to spot errors in ads and editorial. Coordinated digital edition circulation. Managed ad inventory on website. Edited engineering product release coverage and announcements on the digital platform. Compiled and analyzed data results from promotional campaigns.

FEBRUARY 2012 – JANUARY 2015

SALES/PRODUCTION COORDINATOR, GREATER WASHINGTON PUBLISHING

Created weekly marketing e-blasts and email campaigns. Coordinated social media efforts for aging and retirement focused magazines. Helped plan and execute monthly events for advertisers and annual expo events for brand exposure. Prepared and balanced cash flow. Coordinated contracts. Created imposition. Coordinated proofs and editorial. Assisted with marketing and sales campaigns. Managed website ad inventory. Managed the training of co-workers on website and database components.

APRIL 2008

INTERN, NBCUNIVERSAL

EDUCATION

BACHELOR OF ARTS, BROADCAST JOURNALISM, UNIVERSITY OF NEW MEXICO