

ANDRÉS CAAMAÑO

Portfolio site: <https://andrescaamano.journoportfolio.com>

Email: andrescaamano@comcast.net

18 Carmine Road
Nashua, N.H. 03063-3023
(603) 682-5701

EDITOR ... CONTENT PRODUCER ... WRITER

Exceptionally focused award-winning publishing professional poised to deliver high-quality finished products and communications. Consistently meets daily deadlines, particularly when facing multiple and complex projects involving page design or creation of online content, while ensuring quality proofreading, editing and writing.

CORE QUALIFICATIONS

- ✦ Extensive online publishing and newspaper experience
- ✦ Efficient leader and manager of editorial staff
- ✦ More than 20 years experience as editor and/or writer
- ✦ Exceptional research and analysis abilities
- ✦ Skillful at creating, growing roster of contributing writers
- ✦ Success achieved via collaborative, independent work
- ✦ Proficient in managing multiple projects within deadlines
- ✦ Bachelor of Arts degree in Journalism from Northeastern
- ✦ Excellent oral and written communication skills
- ✦ Passionate, detail-oriented problem solver

CORE COMPETENCIES

- ✦ Expertise in Drupal 7, ExpressionEngine CMS; WordPress
- ✦ Proficient in Adobe InDesign and InCopy
- ✦ Solid knowledge of Adobe Photoshop and Acrobat
- ✦ Skilled in Microsoft Word, Excel and PowerPoint
- ✦ Expert ability in QuarkXPress and NewsEdit Pro
- ✦ Extensively trained in Associated Press style

RELEVANT EXPERIENCE

Content Producer

2017-2019

INFORMA, Westborough, Mass.

Copied and proofread website content, as well as bimonthly packages within print magazine. Handled production of bimonthly technical online whitepaper content. Coordinated daily mix of self-written and recruited content for online and print magazine, focused on providing solutions, news and information to tech directors, creative directors and music directors within houses of worship. Managed group of freelance writers. Worked with advertising team members to expand website and print advertising opportunities. Promoted content to targeted readership via Facebook, Twitter and LinkedIn.

Key Accomplishments

- Expanded active freelance writer roster to more than 80 nationwide contributors to generate daily specialized content.
- Coordinated redesign and testing for combined Worship Facilities/Worship Tech Director website.
- Consistently increased daily website traffic for combined website, specifically in areas such as daily visits.
- Grew audience via online and print avenues, adding regularly scheduled Worship Tech Director content to print issues.
- Built New Product Awards/Solomon Awards WordPress site from scratch to recruit nominees and announce winners.
- Increased participation 25 percent in the New Product Awards program between 2018 and 2019 via recruitment efforts.

Site Editor

2015-2017

EH MEDIA, Framingham, Mass.

Coordinated a variety of self-written and recruited content targeted for online-only publication, offering solutions and information to house of worship tech directors and associated staff.

Key Accomplishments

- Created a freelance writer roster of 40 contributors in the first year to generate fresh, targeted website content.
- Expanded email newsletter frequency by adding monthly targeted emails to audio/lighting and video/streaming audiences.
- Grew Worship Tech Director daily website traffic (more than 60 percent between 1st-2nd year), improving average session time, and pages per visit, and expanding the site's Facebook and Twitter followers by more than 500 percent.

Brand Quality Assurance Specialist

2014-2015

GYK ANTLER, Contractor, Manchester, N.H.

Proofread, copy edited and provided copy for all client print materials, websites, along with radio and TV spot scripts for more than 40 clients. Communicated with account management and clients to effectively troubleshoot content issues.

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Page 2

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Copy Editor

2014-2014

NEW HAMPSHIRE UNION LEADER, Manchester, N.H.

Assisted editorial desk with copy editing and proofreading of local and wire copy for three daily editions. Handled design, wrote and edited headlines for Page 1 stories and other sections as needed.

Senior News Editor/Newspapers In Education Director

2009-2014

THE GARDNER NEWS, Gardner, Mass.

Managed design, layout, copy editing and proofreading for six-day daily news and supplement pages. Directed interns, correspondents and up to six full-time staff reporters relating to story assignments and editing.

Key Accomplishments

- Authored more than 600 columns over a nine-year span, covering topics ranging from local news to sports.
- Guided one to two high school interns on weekly writing pieces and photography work for Voice page.
- Initiated a weekly column, Evolving Education, focused on area school district news.
- Led and completed front page redesign in 2012, crafting multiple templates to vary daily layouts.
- Organized weekly call-in segments about Gardner-area news to radio stations WTAG-580 and WCRN-830.

Assistant Editor/Newspapers In Education Coordinator

2004-2009

Designed and finalized layouts for six-day daily local news, supplement and sports pages. Worked with team of two other editors to direct five staff reporters, providing guidance on story assignments and editing.

Key Accomplishments

- Initiated writing weekly column, On Further Review, focused on local issues, increasing local opinion content.
- Conceived a second weekly column, On the Subject of Sports, with commentary on regional professional sports.
- Restarted internship program, training up to four students a semester on writing, photography and page design.
- Conceptualized and hosted a weekly radio show, The Gardner News Hour, on local station WGAW-1340.
- Reinstated weekly Voice page, working with area high school students to submit articles and photos year-round.
- Crafted initiative for reporters to write in-depth summer series, earning the newspaper a third-place NEPA award.

Night Editor

2004-2004

Designed, paginated, edited and proofread local news, specialty and sports pages for six-day daily.

Editor/Designer

2000-2003

TITLE I DISSEMINATION PROJECT, Malden, Mass.

Wrote feature stories, edited and designed quarterly education 16-page member newsletter, the Exchange. Designed, wrote and edited all organization publications, including books, conference materials and pamphlets.

Key Accomplishments

- Administered complete redesign of organization's website, from planning, testing, to regular site maintenance.
- Slashed production costs by 30 percent by changing printers, while also improving product quality and scheduling.
- Constructed members section on organization's website to include downloadable PDF library of printed materials.
- Created online registration system through website for upcoming state education conferences.

AWARDS

Third place, Sports Columns, Class III (Under 40,000 circ.)

2011

NEW ENGLAND ASSOCIATED PRESS NEWS EXECUTIVES ASSOCIATION, Boston

EDUCATION

Bachelor of Arts in Journalism, Print Media

NORTHEASTERN UNIVERSITY, Boston