



PROFESSIONAL SUMMARY

Seasoned writer and editor with a long career of journalism, editing, and communications coordination success for leading organizations and publications.

PROFESSIONAL EXPERIENCE

MACWORLD, SAN FRANCISCO, CALIFORNIA, FEBRUARY 2018-MAY 2020

ASSOCIATE EDITOR

- Wrote and edited stories and reviews focusing on macOS, iOS, Apple Watch, iPhones, iPads, and more.
- Produced YouTube videos for reviews, how-tos, and more. Highest traffic: 2,400,000 views.
- Co-hosted weekly Macworld podcast focusing on major Apple-related news topics.
- Hosted weekly 'Apple Arcade' show focusing on Mac and iOS games and gaming peripherals.
- Handled a large share of Macworld e-commerce content, chiefly through daily deal articles.
- Edited stories from freelancers and staff.
- Covered MMORPG previews and reviews for PCWorld.

IGN ENTERTAINMENT, SAN FRANCISCO, CALIFORNIA, APRIL 2011-FEBRUARY 2018

CONTRIBUTING EDITOR (FREELANCE)

- Worked frequently with multiple editors in a freelance capacity to produce high-traffic content for reviews, previews, features, lists, and interviews with developers.
- Demonstrated expertise in capturing and selecting game-play footage and writing scripts for video reviews; occasionally providing voiceovers.
- Represent IGN in a freelance capacity at numerous developer preview events.

MOTHERBOARD/VICE MEDIA, JULY 2015-FEBRUARY 2018

FREELANCE REPORTER AND EDITOR

- Authored hundreds of news articles, blog posts, features, and reviews with an emphasis on video games and virtual reality. Assisted with copy editing when requested.

ROLLING STONE, PC GAMER, GAME SPOT, AND OTHERS, JANUARY 2010-FEBRUARY 2018

FREELANCE WRITER, EDITOR, AND CONSULTANT

- Consultant on upcoming video game projects for publishers such as 2K, providing actionable feedback and predicting Metacritic scores.
- Wrote and edited technology-focused features, reviews, previews, scripts, news articles, interviews, and cover stories for some of the world's most popular print and online brands, with an emphasis on video games, virtual reality, and interactive entertainment.
- Served as a Reporter for Mac|Life Magazine (2013 -2015); covered news and special events for Mac|Life's webpage every afternoon for two years and wrote reviews and features for the print magazine.
- Served as an Editor for E3 Insider (2015-Present); authored extensive reviews, features, and editorials in VICE: Motherboard, Rolling Stone, Mic, Paste, Playboy, TechRadar, PC Gamer magazine, Rock Paper Shotgun, Mac|Life, GameSpot, Official Xbox Magazine, GameTrailers, GamesRadar, GameFront, Playboy's Smoking Jacket, The Escapist, 1UP.com, GameSpy, American Cowboy, NowGamer, and more.
- Attended and documented multiple industry conventions, ranging from E3, BlizzCon, PAX South, and SOE (Sony Online Entertainment) Live to EVE Fanfest in Reykjavik, Iceland; also attended preview events or initiated developer interviews in Russia, Argentina, Canada, and many U.S. locations.
- Wrote "Massivity" column at GameSpy focusing on MMORPGs, which yielded a significant traffic boost for the site.

S² ART GROUP/JACK GALLERY, CHICAGO, ILLINOIS AND LAS VEGAS, NEVADA, APRIL 2008-AUGUST 2012

COMMUNICATIONS COORDINATOR

- Oversaw marketing and public relations efforts for galleries throughout the country (primarily in Las Vegas, Chicago, Los Angeles, New Orleans, and Ft. Lauderdale), yielding increased revenues numbered in the millions.
- Unified objectives between both artists and agents to ensure successful exhibitions and marketing; Notable figures include Shepard Fairey (Obama "Hope" poster designer), Tom Everhart, Patrick McDonnell (MUTTS Comics), Kurt Wenner, Ronnie Wood, Kobe Bryant, Manny Pacquiao, Stanley Mouse, and many more.
- Fostered strong working relationships with Rhino Entertainment, Upper Deck, Little Brown Books, the Humane Society of the United States, King Features, Peanuts Worldwide, and other prominent organizations.
- Promoted artwork from a wide variety of artists, primarily through biographies, informational wall text, educational booklets, and related publications; primary focus was celebrity art, but also promoted original artwork by Pablo Picasso, Robert Rauschenberg, Erté, Alphonse Mucha, and Max Ernst.
- Authorized copywriting, editing, proofreading, and quality control for all press releases, memos, articles, biographies, legal documents, letters, and more; publicized stories and carefully tracked any mention of S²'s artists and art, both online and in print.
- Conceptualized and created posters, banners, and all related signage for numerous gallery exhibitions using Adobe Photoshop and InDesign.
- Centralized all the writing, editing, designing and publishing of limited edition books, for use as gifts for clients who made large acquisitions.
- Recruited and directed photographers to procure high-quality photos of new artwork for use in marketing materials and the company website.
- Charted successful course of achievement in maintaining three different websites, using extensive knowledge of HTML and CSS to update content, price lists, new artwork, and more.
- Monitored, analyzed, and reported on website traffic using data from Google Analytics.
- Supervised, mentored and mobilized several staff members and interns.
- Headed company's wholesale division, which included a high number of contacts in U.S., Canada, and Japan.

AMERICA'S BEST COMPANIES, OAKBROOK TERRACE, ILLINOIS, MARCH 2007-FEBRUARY 2008

MANAGING EDITOR

- Streamlined the creation of original design for quarterly magazine for members of America's Best Companies (a company aimed at helping small businesses secure discounts from major brand names), adhering to budgetary and timeline guidelines.
- Oversaw layout and supervised staff, including a copywriter, graphic designer, and web editor.
- Interviewed business owners from all across the country, wrote articles, took photographs, and edited all magazine content.

PULP! MAGAZINE, AUSTIN, TEXAS, SEPTEMBER 2002-JULY 2003

CO-EDITOR IN CHIEF

- Co-founded a monthly publication and orchestrated the content, layout, tone, and overall style of the magazine; opting to adopt a tabloid format for the publication as opposed to the general booklet format of literary publications.
- Launched an aggressive and successful marketing campaign to raise funds for the magazine, as well as notoriety; raised a substantial amount of funding, in addition to access to the University of Texas's press. Adopted a serial format for stories to further distinguish the magazine.

THE DAILY TEXAN, AUSTIN, TEXAS, JANUARY 2002-JUNE 2003

COPY EDITOR

- Administered all copying, editing, and fact-checking of submissions to The Daily Texan (one of the oldest and most acclaimed daily student newspapers in America).

THE SOUTH TEXAS TRAVELER, ALICE, TEXAS, JUNE 2000-SEPTEMBER 2002

TRAVEL WRITER

- Researched and wrote articles on unique places of interest throughout South Texas.

JEREMIAH JOHNSON-COWBOY POET, BASTROP, TEXAS, OCTOBER 1995-SEPTEMBER 2002

COWBOY POET

- Authored original poetry for publication in magazines and stage performance beginning at age 16.
- Ventured throughout North America, from British Columbia to Georgia, performing at more than 100 venues of varying sizes and audiences; succeeded in self-promotion and scheduling.
- Nominated for "Rising Star" award by the Academy of Western Artists in 1997.

DARLINGCLANDESTINE, OAK PARK, ILLINOIS, JANUARY 2010-PRESENT

GRAPHIC DESIGNER

- Designed appealing labels and T-shirts for extensive line of fragrances on Etsy, helping to generate more than 21,000 sales.

EDUCATION AND CREDENTIALS

MASTER OF ARTS (MA) IN HISTORY AND PHILOSOPHY OF SCIENCE & TECHNOLOGY, 2004

University of Chicago, Chicago, Illinois
Ph.D. work until 2007

BACHELOR OF ARTS (BA) IN HISTORY, 2003

University of Texas at Austin, Austin, Texas
Graduated with Honors, Major in History, Minor in English
Claudio Segrè Award for Best Undergraduate Research Paper in History
Liberal Arts Honors

VOLUNTEERISM

AMERICAN ANIMAL RESCUE SOCIETY, CHICAGO, ILLINOIS, JANUARY 2008-PRESENT

GRAPHIC DESIGNER

- Developed logos, T-shirts, business cards, posters, and more for Chicago-based animal rescue.

ADDITIONAL INFORMATION

Misc: Served as on-location correspondent for BBC's Radio 5 Live multiple times during Hurricane Harvey's landfall in Texas, August 2017

Languages: English, French, and Spanish

Technical Proficiencies: Adobe InDesign, Adobe Premiere Pro, Adobe Lightroom, Adobe Photoshop, Adobe Illustrator, Digital Photography (DSLR), Social Media Platforms, Graphic Design, HTML, CSS, Google Analytics, AP Style, Chicago Manual of Style

Hobbies: Photography, archery, medieval history, travel, fantasy fiction, bookmaking, hiking, calligraphy

WORK SAMPLES

Feature: Adobe Photoshop on iPad? This 'Hotel Transylvania 3' artist is ready for the revolution

<https://www.macworld.com/article/3290396/hotel-transylvania-3-artist-is-ready-for-adobe-photoshop-on-ipad.html>

Feature: Why you should get an Apple Pencil even if you're not an artist

<https://www.macworld.com/article/3389816/reasons-to-get-an-apple-pencil-if-youre-not-an-artist.html>

Roundup: The best notetaking apps for the iPad and Apple Pencil

<https://www.macworld.com/article/3268231/the-best-note-taking-apps-for-the-ipad-and-apple-pencil.html>

Editorial: With iPadOS, Apple's dream of replacing laptops finally looks like a reality

<https://www.macworld.com/article/3400856/ipados-helps-make-ipad-a-laptop-replacement.html>

Review: iPad Pro (2020): A modest improvement on a great tablet

<https://www.macworld.com/article/3543292/ipad-pro-2020-review.html>

Podcast: (Macworld) Episode 645: Apple TV+, Apple News+, Apple Arcade, Apple Card

(I hosted this one. I was also responsible for the new format when we switched from video back to audio for the podcast.)

<https://soundcloud.com/macworld/episode-645-apple-tv-apple-news-apple-arcade-apple-card>

Editorial: (Macworld) PS4 Remote Play vs. Steam Link

<https://www.macworld.com/article/3366299/ps4-remote-play-and-steam-link-on-ios.html>

News: (Macworld) How Apple Arcade could make Apple a major player in gaming

<https://www.macworld.com/article/3384196/how-apple-arcade-could-make-apple-a-major-player-in-gaming.html>

Feature (PCWorld) World of Warcraft now lets me play as a fat guy, and I love it for that

<https://www.pcworld.com/article/3368501/world-of-warcraft-now-lets-me-play-as-a-fat-guy-and-i-love-it-for-that.html>

Feature (Vice: Motherboard): The 'Pokémon Go' Endgame: Getting You to Walk Into Chipotle

https://motherboard.vice.com/en_us/article/d7yxva/the-pokmon-go-endgame-getting-you-to-walk-in-to-chipotle