

# LORA WINTZ

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## → CAREER

### **ASSOCIATED PUBLICATIONS, INC., CHICAGO, IL**

*Sophisticate's Hairstyle Guide, Sophisticate's Black Hair, Complete Woman magazines*  
Executive Editor, 12/99 – 10/19  
Senior Editor, 12/97 – 12/99  
Associate Editor, 4/97 – 12/97  
Assistant Editor, 1/95 – 4/97

### **CLAPPER COMMUNICATIONS COMPANIES, DES PLAINES, IL**

*Crafts 'n Things, Bridal Crafts, Cross Stitcher, Decorative Arts Painting magazines*  
Assistant to the Publisher, 6/94 – 12/94  
Associate Editor Bridal Crafts, 6/94 – 12/94  
Projects Editor, 11/92 – 6/94  
Editorial Assistant, 9/91 – 11/92

### **PADDOCK PUBLICATIONS, ARLINGTON HEIGHTS, IL**

*Daily Herald newspaper*  
Proofreader, 11/93 – 12/94

### **AMERICAN APPRAISAL ASSOCIATES, ROLLING MEADOWS, IL**

*valuation services*  
Report Services Editor, 6/91 – 9/91

## → EDUCATION

Bachelor of Arts Degree, University of Iowa  
Major: English

## → SKILLS

- AP Stylebook
- Microsoft Office Suite
- InDesign
- Adobe Photoshop
- WordPress
- Intermediate HTML

## → EXPERIENCE

- Produce multiple articles consecutively from conception to completion: research, celebrity and expert interviews, writing, editing and proofreading for both print and web
- Create article line-ups, paginations and deadlines schedules
- Work with publisher and editors on advertiser support and placements for both print and web
- Manage editorial staff, including resume review, candidate interviews and new-hire training; assign articles, supervise production and deadline of assignments and edit finished articles; assign and supervise duties beyond written editorial assignments; arrange working schedules
- Coordinate freelance writers' assignments and deadlines, negotiation of pricing and rights; edit and proofread completed assignments for publication
- Collaborate with art directors on design elements and article layouts; adjust layouts and create basic designs within InDesign and Adobe Photoshop for print and web
- Source, research and edit photography to accompany articles; negotiate pricing and purchase of images to fall within budget guidelines; manage and product photo shoots
- Produce daily web posts; publish on websites
- Create new-issue content, upload and publish on websites; troubleshoot website issues
- Create and publish daily content on Facebook and Instagram to promote magazines on social media
- Traffic workflow between editorial staff, designers, production and publisher's office
- Work with production department on schedules and shipping for print prep house and printer; review pre-press production materials
- Process editorial contracts and invoices for payment and issue checks; keep expense tab for budget reviews and end-of-year accounting procedures
- Research and write promotional literature; aid in design and coordination of collateral for industry events and conferences