

Alan Hartstein: Content Manager and Creator

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My specialty is words that have a real impact. I have over 20 years' experience as a content manager in the publishing and corporate writing sectors covering news, features and marketing on print, digital, and social media platforms working for national broadsheets, high-circulation weekly and monthly magazines, IT&T publications, newsletters and websites.

I recently completed a six-week stint writing and editing a 142-page document for the NSW Productivity Commission titled *Kickstarting the Productivity Conversation*, and prior to that worked on the Budget Papers for the NSW Treasury Department. Over the past few years I have also worked as an editorial contributor for *plus61J*, a news and opinion website, and as Deputy Editor of *Cuffelinks*, a financial services and investment newsletter.

I have written for a wide range of publications including *The Sydney Morning Herald*, *The Australian*, ANZ Bank's *Wealth* and *Grow* magazines and have worked on major website redevelopments for the ATO, the NSW Department of Trade & Industry, Deloitte, and AMP.

I have outlined my skills and employment and education history below.

Skills

- Writing and editing features, blogs, news, documents, proposals, speeches and content across digital and print formats quickly and professionally to a very high standard
- Working on high-level enterprise content management and marketing campaigns for customers including state governments, Hewlett-Packard, Accenture and Deloitte
- Sub-editing a wide range of content including NSW Government Budget papers, broadsheet national newspapers, magazines and trade newsletters
- Proofreading a large amount of content over a 20-year plus period, including Steve Waugh's autobiography *Out of my Comfort Zone* for Penguin Australia.

Employment

May – June 2019, May – June 2018

Organisation: NSW Treasury

Position: Senior Writer and Editor

I was engaged to write and edit chapters of the 2019 and 2018 NSW Budget papers, incorporating content from the transport and infrastructure, health, and education sectors.

I also wrote press releases in the lead-up to the Budget presentation and was heavily involved in editing chapters of the extended Budget papers written by senior Treasury officials.

May 2016 – August 2017

Organisation: Cuffelinks

Position: Deputy Editor

At Cuffelinks I wrote articles on general finance, superannuation, renewable energy, property, derivatives, and local and international shares.

I also edited the weekly newsletter and sourced content from contributors, produced marketing content to attract new subscribers and attend conferences as a representative of the Cuffelinks brand.

March 2014 – November 2015

Organisation: Editor Group

Position: Senior Writer and Editor

Responsibilities

- Writing high-level corporate reports for international clients in the business, finance and information technology sectors
- Writing and editing white papers, annual reports and quarterly newsletters for federal and state government departments
- Managing client accounts for multinational companies, government agencies and not-for-profit organisations
- Formulating client marketing and communication strategies
- Managing teams of in-house and freelance writers, editors, proofreaders and designers as required for large editorial projects.

January 2013 – March 2014

- Casual sub-editor for *The Guardian Australia* including period as sports editor.
- Freelance writer and sub-editor for print, online and social media publications.

October 2009 – December 2012

Organisation: Fairfax Media

Position: Senior sub-editor, *The Australian Financial Review* (Journalist Grade 8).

Responsibilities

- Editing and layout out of newspaper
- Writing headlines, standfirsts, captions and sub-headings using Methode and Cyber print publication software programs
- Sourcing photos and graphics, liaising with section editors, graphic designers and journalists for content
- Monitoring Page Tracker software to ensure smooth workflow to meet publication deadlines.

November 2008 – October 2009

Organisation: Fairfax Media

Position: Production Editor, *AFR MarketWrap* online newsletter

Responsibilities

- Editing and layout of the daily online *MarketWrap* subscription newsletter
- Responsibility for headlines, standfirsts, captions, and subheads using Cyber print publication software and the CMS online software system
- Supervising at least two other editors, delegating and checking workflow to ensure the newsletter's timely publication and regular website updates
- Sourcing photos and graphics, liaising with section editors and journalists for content.

August 2006 – November 2008

Organisation: Fairfax Media

Position: Senior sub-editor, *Business Review Weekly (BRW)* magazine

Responsibilities

- Editing and laying out magazine, including responsibility for headlines, standfirsts, captions, subheads and standfirsts using InDesign software for print publication.

- Sourcing photos and graphics, liaising with section editors and journalists for content.

June 2001 – April 2005

Organisation: Decisive Publishing

Position: News and Production Editor, Communication Day online newsletter

Responsibilities

- Sourcing and writing of news stories for national and international newsletters, attending and reporting on conferences and specialised telecommunications events and expos in Australia and overseas.
- Sub-editing and layout of newsletter, including full responsibility for headlines, standfirsts and sub-headings, liaising with the publisher, editor and journalists for newsletter content and ensuring the smooth day-to-day running of the publications to meet deadlines.
- Responsibility for production and writing across several other publications within the organisation, including *CommsDay Asia*.

August 1998 – April 2001

Organisation: IDG Communications

Position: Production Editor, Channel Group

Responsibilities

- Editing and producing weekly newspaper and daily online news service
- Supervising production staff (copy editors, graphic and layout artists)
- Co-coordinating workflow with the editor and other section heads
- Supplying artwork and graphics, liaising with in-house and freelance photographers
- Archiving weekly newspaper and daily news service onto the *Australian Reseller News* website.

Education

1996 Diploma of Book Editing and Publishing Macleay College, Sydney

1994 Sydney Futures Exchange, Registered Representatives course. Pass mark 86%

1984-1987 Bachelor of Arts Degree, Australian National University

Majors: Political Science and History

Sub Majors: English and Philosophy