

Patricia J. Washburn

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SUMMARY

- More than 20 years' experience in content writing and editing for print, broadcast and online.
- Track record of high-quality, engaging content and community products.
- Capable manager of projects, people and positive work relationships.
- Solid technical skills (see below).

SKILLS

- HTML (hand coding)
- Photoshop
- Illustrator
- Dreamweaver
- BBEdit
- Flash
- PowerPoint
- Mac
- Windows
- Adobe Premiere
- iMovie
- GarageBand
- RealProducer
- ImageReady
- Microsoft Office
- Content management systems
- CSS
- UNIX
- DHTML
- Project management

EXPERIENCE

Principal, Branch Brook Media, February 2007 to present. Contract and freelance writing, editing, Web production and design. Clients include:

- ProgrammableWeb.com (Web production and image processing, consulting on content issues).
- Grandparents.com (writing for site and e-mail newsletter).
- LifeTips.com (content writing, marketing writing, SEO, copy editing).
- EmpoweringParents.com (newsletter and article writing).
- JohnnieMae.com (copywriting and Web design).
- SleepingBaby.com (copy editing and content consultation).

Editor, Eons.com, June 2006 to February 2007. Produced and edited content for Web company targeting audience of Americans 50 and over. Responsibilities included:

- Planning and producing daily home page for maximum corporate value based on user data and corporate partnerships.
- Developing engaging content for Love and LifeDreams sections of site, including original writing and working with content partners such as Fodor's and Healthology.
- Assigning stories, working with freelancers and managing freelance budgets.
- Starting and encouraging online communities; promoting best community content on home page.
- Producing podcast interviews with celebrities including Rita Rudner and Engelbert Humperdinck.
- Writing customer newsletter.

- Editing customer-facing help documents and customer-service communications.
- Collaborating with Engineering, Design and Product Management teams to develop and refine products.

Producer, Boston.com, April 2004 to May 2006. Produced news home page and related online products for major news site (5 million page views daily). Responsibilities included:

- Updating home page hourly during peak times.
- Responding quickly to breaking news, including writing original stories when needed.
- Creating Web graphics and photo galleries.
- Choosing page elements based on audience preferences based on site metrics, search keywords and understanding of organization's mission.
- Initiated and produced internal training guide for Boston.com content staff.
- Initiated and maintained running photo gallery of New England service members killed in action in Iraq and Afghanistan.
- Composed and performed original music for multimedia presentations.

Executive producer, OurMaine.com, January 2000 to April 2004. Started and developed regional streaming-video portal for local TV stations. Winner, Edward R. Murrow Award for best TV news site in New England, 2001 and 2002. Responsibilities included:

- Generating fresh news content (text, photos, video, audio).
- Serving on organization marketing board.
- Managing Web and on-air presentation of home shopping show.
- Creating, editing, and updating online sales training site.
- Editing, reporting, and writing newsletter for clients.
- Managing and training team of three assistant producers.
- Producing live Webcasts and occasional commercials, including voice-overs.
- Graphic design of both client and in-house Web logos and ads.

Producer, MaineToday.com, September 1995 to January 2000. Started and developed award-winning Press Herald Online, online version of the Portland Press Herald and Maine Sunday Telegram. Responsibilities included creating and enhancing news content for daily news and business sites. Automated routine news-production tasks with AppleScript and SQL, reducing time required to post Press Herald site by 80 percent in two years.

Copy editor, The Portland Newspapers, Portland, Maine, 1989-95.

EDUCATION

Graduate work in media management, University of Missouri. GPA 4.0. Relevant course work includes Management of Online Media Projects, Economics and Finance of Media Organizations, Communication in Media Organizations and Journalism Ethics.

B.S. in journalism, summa cum laude, Boston University. Minor in New England studies.

Skills training includes project management (2007), Flash MX (2004), AppleScript (1999), Zenger-Miller workplace skills train-the-trainer program (1996). Participated in Poynter Institute seminars on online news (1996) and creating visual stories online (2004).