

SUMMARY: Versatile Media Professional, Writer, Thinker/Explorer • Copy Chief, Managing Editor, Copy Writer, Copy Editor, 360°-Journalist and Blogger • Expertise in print and new media • Craftsman of a multifaceted and ever-evolving trade • Quick study and dedicated scholar committed to the continuum of fresh and new ideas that readers/clients seek • Unique style, good sense of humor, great instinct, excellent follow-through • Culture and great copy are my passions.

EXPERIENCE

RHAPSODY – MTV DIGITAL MUSIC New York, New York - Sept 2007 to Dec 2008

Copy Chief / Contributing Editor and Writer (publishing daily and weekly)

- Lead headline and copy writer for Rhapsody properties -- homepage and site-wide
- Interviewed top-level and burgeoning artists; generated feature stories and original content
- Edited, copy edited, produced and contributed to PLAY blog and Rhapsody newsletter
- Liaised with programming team on promotion of artists, albums and development of original content
- Produced/edited copy for channel pages; preserved branding and tone for the MTV, VH1 and CMT markets
- Kept a close eye/ear on trends, the cultural forecast and current events

URGE-DIGITAL MUSIC SERVICE – MTV DIGITAL MUSIC New York, New York - Sept 2005 to Sept 2007

Copy Editor / Writer (publishing daily and weekly)

- As a launch-team member, worked effectively to meet launch deadlines and maintain the URGE voice/vision
- Produced, edited and wrote copy for more than 1000 genre, themed and celebrity playlists
- Worked closely with production staff • Contributed to blog • Produced for URGE radio
- Edited/contributed feature stories and original content

FREELANCE WRITER 2005 to Present

- Contribute cover stories, features, profiles, Q&As, album reviews and pitches to:
- Fader • Anthem • New York Post • Billboard en Español • Batanga

NEW YORK POST (TEMPO) New York, New York - June 2005 to Sept 2005

Freelance Writer / Copy Editor

- Turned over features, profiles, Q&As and event listings on tight deadline
- Copy edited articles for grammar, accuracy and New York Post style
- Produced headlines, readouts and captions
- Worked in NewsMaker and Quark XPress
- Effective, efficient at press time

URBAN LATINO MAGAZINE New York, New York - May 2004 to March 2005

Managing Editor (Editorial Intern: Jan 2004 to May 2004)

- Managed a national base of freelance writers • Copy editing • Intern coordinator
- Assigned, supervised and edited features and cover stories for print and the web
- Generated/approved story ideas, creative projects and fashion-story concepts
- Drafted scripts for the "Urban Latino Minute" on Urban Latino Television
- Coordinated with publicists to schedule photo shoots and interviews
- Responsible for writing features and front/back of the book content

GEAR UP MENTORING PROGRAM Livingston School, New Brunswick, New Jersey - Jan 2002 to Dec 2002

Student Mentor / Art Teacher Assistant

- Worked with students on creative projects • Created sets/decor for school functions and the Board of Education

EDUCATION

RUTGERS UNIVERSITY New Brunswick, New Jersey

Class of 2004, Bachelor of Arts, Journalism and Spanish

GPA 3.7, High Honors

THE NEW SCHOOL New York, New York

Fall 2009, Non-credit Continuing Education, Introduction to Marketing and Beginning Painting

HONORS

- Phi Sigma Iota, Foreign Language Honor Society • Semester Abroad in Valencia, Spain - Spring 2003
- Phi Beta Kappa, Alpha of New Jersey Honor Society • Rutgers College Merit Scholarship - Spring 2004
- Rutgers College Merit Scholarship: Elizabeth & Adam Krauss Permanent Memorial Scholarship - Spring 2002
- Nomination to the National Society of Collegiate Scholars - Fall 2000 - Spring 2004
- Sigma Delta Pi, National Spanish Honor Society

SKILLS

COMPUTER SKILLS

- Mac Proficient • NewsMaker • Quark Xpress • MS Office
- Basic Photoshop • Typepad • Moveable Type • Varied CMS

MISCELLANEOUS

- Fluent in Spanish; conversational Portuguese; comprehension of Italian
- Excellent communication, organizational, interpersonal and multitasking skills
- Great attention to detail, trends, fashion, music, art, culture, lifestyle, domestic and int'l
- AP Style and Proofreader's marks

ACTIVITIES

- Travel • Yoga • Soccer • Internet exploring