



CONTENT PROJECT MANAGER

eMEDIA VITALS, NEW YORK, N.Y.

OCTOBER 2009 – JUNE 2011

- Recruited and managed domestic and international content contributors
- Managed social media and custom content campaigns
- Created unique content for eMediaVitals.com

naomireiter@gmail.com

(239) 537-1669

FREELANCE WEB EDITOR, VISIONMONDAY.COM

JOBSON PUBLISHING, NEW YORK, N.Y.

MARCH 2009 – JANUARY 2011

- Created unique content and worked with Vision Monday Magazine editors to repurpose archived content in order to populate award-winning VisionMonday.com
- Sourced and wrote stories relevant to eye care professionals, managed the video channel, and implemented new products, including a monthly Quick Poll module and Quick Poll results article for possible sponsorship
- Served as social media consultant to the editorial team, including implementing scheduling and management best practices
- Increased VisionMonday.com's traffic 25% and page views 10% year-over-year (December 2008 versus December 2009) using SEO tactics
- Edited and created unique images in Photoshop for rich content display
- Created marketing copy for and assisted in production of VMail, a biweekly subscription-based e-newsletter for eye care professionals

SKILLS

Microsoft Office

Adobe InDesign

Adobe Photoshop

iMovie

content management systems

social media campaigns

EDITOR, MIN'S B2B

ACCESS INTELLIGENCE, NEW YORK, N.Y.

MARCH 2008 - JANUARY 2009

- Scheduled editorial calendar, assigned stories, procured data, and reported business-to-business industry news and analysis for a weekly business media executive-level newsletter
- Grew a contact list of more than 200 media industry C-suite and executive-level contacts within 10 months
- Saved company production costs by independently producing publication as a digital product
- Provided unique content for Minonline.com and Min Magazine
- Grew brand awareness at industry events, including moderating and speaking in panel discussions and hosting roundtables

EDUCATION

San Diego State University

Psychology B.A.

May 2000

Monterey Peninsula College

University Studies A.A.

December 1997

Graduated with Honors

SENIOR COPYWRITER / COPY EDITOR

GROW MARKETING, NEW YORK, N.Y.

DECEMBER 2007 - MARCH 2008

- Ran the daily operations of finalizing documents associated with Pepsi's national "Tava" program for the duration of that campaign



COPY EDITOR

SPORTSBUSINESS JOURNAL, CHARLOTTE, N.C.

MAY 2007 - DECEMBER 2007

- Checked for accuracy all copy in the 2008 edition of Street & Smith's SportsBusiness Resource Guide & Fact Book
- Conducted and verified research via the Internet, and various media and sports industry contacts
- Generated indexes for the Fact Book and formatted files for publication using InDesign

STAFF WRITER / PHOTOGRAPHER

NAPLES SUN TIMES, NAPLES, FLA.

JULY 2005 - AUGUST 2006

- Sourced, investigated, and wrote an average of eight news and profile articles on weekly deadlines
- Wrote "Night Moves," a weekly nightlife column that reviewed area restaurants, nightclubs, bars, and music events
- Photographed major events and personalities throughout Southwest Florida
- Accessed events and broke stories by successfully developing networks throughout the community
- Assisted with production, page layout, and photo editing
- Represented the Naples Sun Times at monthly Greater Naples Chamber of Commerce Public Relations, Marketing and Advertising Professionals of Collier County member networking luncheons
- Gave and oversaw assignments to freelance writers and photographers

CLIENTS HAVE INCLUDED

American Business Media
HarperCollins Publishers
La Cucina Italiana Magazine
Media Magazine
OMMA Magazine
Portada Magazine
Vision Monday Magazine
WomansDay.com

SPECIAL EVENTS COORDINATOR

SMARTMARKETING, NAPLES, FLA.

NOVEMBER 2004 - JUNE 2005

- Wrote and edited advertisement copy
- Networked with and recruited clients at national conferences and trade shows
- Developed individual marketing campaigns tailored to specific clients

GIVING BACK

Catchafire

2010 - 2011

Produced a social media campaign for the Theater Collaborative of South Jersey to save the historic Gateway Playhouse

Humane Society Naples

2004-2006

Volunteered at fund-raising events

BOOK

Sandy the Stingray

ISBN #1-4241-8619-6

Wrote and illustrated a children's book about cooperation featuring tropical sea creatures

References Available Upon Request