

Liz Massey

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Objective

Opportunity as a writer or editor with an organization that would benefit from my 20-plus-year history of positive results in publications management and content creation.

Representative Accomplishments

- Reduced need for extensive rewrites by employing a “story coaching” approach to editing with freelance and staff writers.
- Streamlined the development of written content by creating editorial planners and other project management tools.
- Edited content for catering industry fact book, moving project from planning stage to printed copies in less than six weeks.
- Collaborated with biweekly magazine’s staff to create a 26-issue editorial calendar, a first for the publication.

Professional History

Managing Editor, *ASU Magazine*, Tempe, AZ

2004-Present

Manager of day-to-day editorial operations at quarterly alumni magazine; assist with other communications projects as a writer, editor or production manager. Have reduced need for extensive rewrites by employing a “story coaching” approach to editing with freelance and staff writers. Have increased visibility for alumni association’s main scholarship program by writing and producing a series of radio and television public service announcements.

Editor, *GP Publishing*, Phoenix, AZ

2004

Editor and senior writer for trade publisher of two bimonthly titles, *Catering Magazine* and *The Swim Journal*. Streamlined the development of written content by creating editorial planners and other project management tools. Edited content for catering industry fact book, moving project from planning to execution in less than six weeks.

Editorial Consultant, *Engage! Magazine*, Kansas City, MO

2003

Consulted on start-up of community center’s quarterly membership magazine. Clarified purpose and look of publication, set-up project management tools to be used by volunteer editors. Acted as managing editor for first issue.

Managing Editor, *Echo Magazine*, Phoenix, AZ

2000-2003

Editorial supervisor of biweekly newsmagazine. Created workflow tools and improved freelancer efficiency. Collaborated with magazine’s staff to create a full-year editorial calendar, a first for the publication. Wrote features in the health, news, business and entertainment sections. Managed one staff reporter and up to 10 freelance writers.

Contract Video Writer-Editor, *Pimalco, Inc.*, Chandler, AZ

1998-2000

Involved in the scripting, production and editing of more than a dozen training videos for aluminum extrusion manufacturer.

Quality Control Specialist/Proofreader, *Bank of America*, Phoenix, AZ

1997-1998

Responsible for quality of output for word processing unit of 10 operators. Developed style sheet for unit, reducing training time.

Community Relations Assistant, *Johnson County Library*, Shawnee Mission, KS

1994-1996

Edited and provided layout for weekly staff newsletter and content for quarterly newsletter of Friends of the Library group.

Prior Professional Experience

Contributing Writer-Editor, John Knox Village, Lee’s Summit, MO
Freelance Writer-Editor

1990-1994
1983-Present

Software/Technical Skills

Office: MS Office (Word, Excel, PowerPoint, Access), MS Visio, Lotus Notes, HTML (basic)

Desktop Publishing: Adobe PageMaker, Adobe PhotoShop, MS Publisher

Video Production: Final Cut Pro, Ulead Media Studio Pro, SVHS and MiniDV cameras, digital still cameras

Education

B.S., Magazine Journalism, University of Kansas, 1991.