

Andrea Zelich

DIGITAL CONTENT MANAGER

Wordsmith and streaming media production expert focused on developing and positioning online content to boost site ranking/popularity and visitor retention.

Background in journalism, radio broadcasting, and advertising with expertise managing 5-15 employees.

Technologies

Pro Tools, Cool Edit Pro, Sony Sound Forge, Serena Collage Content Management System, Photoshop CS3, Final Cut Pro, MS Office Suite, MS Outlook

Video and Digital Cameras, Lighting, Podcast Production

Content

Podcasts, Blogs, Video, Radio, Newsletters, Articles, Columns, Features & Teasers, Interviews, Site & Product Reviews, Bios

Education

BA Media Studies & Journalism
Medford College, New York, NY

linkedin.com/in/andreazelich

Professional Experience

CUBICLETIME.COM, New York, NY: *Founder & Content Manager*, May 2005 to Present

- Launched career development portal securing 250,000 podcast downloads and 4,000 unique visitors per month, attracting coverage from The Washington Post, Chicago Sun Times, Globe & Mail, Nielsen, and Reuters.

CAR-ONLINE.COM, New York, NY: *Manager of Internet Services & Web Editor*, Apr 2006 to Present

- Wrote content and restructured website for this iconic non-profit travel organization, serving a key role in growing web site sales by \$5 million (since 2006) with a 20% increase in online renewals.
- Converted online readership from one-time visitors to frequent browsers by posting 10-20 featured stories and “hot topic” articles monthly. boosting site visits by 15%, average read time by 1 minute, and page views by 1.5 pages.
- Authored monthly opt-in newsletter, building mailing list to 25,000 subscribers in 1 year.
- Installed \$40,000 content management system (CMS) to manage 1,000+ pages across 7 business units.

ABC NEWS NETWORK, New York, NY: *Supervising Web Editor*, May 2004 to Mar 2006

- Showcased the human element of on-air personalities by producing 40 streaming bios, setting up and editing audio blogs recorded from the field, and moderating text blogs.
- Increased website’s “stickiness” by devising *ABC Alright*, an interactive portal of games, trivia, and quizzes; creating *iMag*, a video zine covering lifestyle issues (sponsored by Ford); and producing 60-second news teasers daily.

XTV SATELLITE RADIO, New York, NY: *Production Manager*, Jul 2001 to Feb 2004

- Wrote and produced 6 hours of daily radio content including original shows and repackaged XTV favorites such as “Where’s the Music” and “Tale of Tellers”.
- Held interviews with and engineered performances for icons Coldplay, Lee Ann Womack, David Gray, and more.

PHOENIX.COM, Melville, NY:

Operations Coordinator, Mar 2001 to Jul 2001

- Interviewed telecom and high-tech CEOs, covering ventures, products, and forecasts.

WMFO-FM, Garden City, NY:

Advertising Coordinator, Jan 1998 to Feb 2001

- Scheduled 100,000+ hours of commercials and produced daily morning show.

VILLA COMM., Port Washington, NY:

Editorial Assistant, Sep 1996 to Jan 1998

DA MUSIC JOURNAL, New York, NY:

Editorial Assistant, May 1995 to Aug 1996

Blog & Podcast Portfolio

www.usnews.com/topcs/tag/author/andreazee.index.html

Weekly contributor to U.S. News & World Report

www.blogdomcraze.com

Paid contributor of 10-20 posts per month for this news and info resource with 14,000 unique monthly visitors

www.rotisserieblog.com

Paid contributor of 10-20 posts per month for this web 2.0 social space with 20,000 unique monthly visitors

www.1040am.com

Daily writing consultant for this new-media news blog

www.jackintheboxblogs.com

Weekly columnist for this facetious social commentary

JUSTIFICATION:

Andrea's a blogger at heart. Although she's worked for some established communications companies, her real goal with this résumé was to find a more alternative grassroots (dare I say web 2.0) organization to join forces with.

Since her target audience invariably spends hours online, I thought it a good idea to make her résumé look and read a bit like a web page. It's of course interactive. We also included a LinkedIn profile as well as showcased some blogs of which she's been a part.

In going further back in her work history, I opted to cut down on details since her job titles say enough and she's moved far beyond fetching coffee for her boss as an EA.

For Andrea, it's going to be more about showing originality and great writing, as well as a respect for doing some easy research on her and the companies/blogs she's contributed to. She wanted to downplay her titles and keep the emphasis on her employers, cutting right to what she did for each of them. To achieve this we colored the company names, buried her titles, and got right to the bullet points.

Andrea wanted to stand out "but not with lame graphics or anything" so we kept the formatting semi-standard, just turned the résumé on its side. Literally.