

DAVID LEE

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SUMMARY OF QUALIFICATIONS

Disciplined, creative, versatile communications professional skilled in all disciplines of journalism, media relations, public relations, sports and entertainment

- Gifted writer and astute editor with broad experience in print and electronic media
- Resourceful project manager who builds and nurtures expansive network of freelance writers, photographers and designers
- Driven communicator who forges profitable relationships with various publics to grow business
- Creative marketer with a unique ability to shape brands and images
- Trustworthy team player who earns and maintains respect of colleagues on all levels, and works collaboratively across organizational lines
- Unflappable, results-oriented leader who balances competing priorities and intelligently drives to meet demanding deadlines
- Innovative special projects specialist who informs a variety of audiences
- Well-connected journalist who has interviewed more than 200 professional athletes

KEY PROFICIENCIES

News/Feature Writing	Print/Online Editing	PR Programs	Associated Press Style
Interviewing	Pagination	Photography	Budget Management
Social Media	MS Word & Excel	Adobe Photoshop	Basic HTML

PROFESSIONAL EXPERIENCE

VIDEOPLUS, LAKE DALLAS, TEXAS

SEPTEMBER 2009-PRESENT

Editor and Marketing Project Manager

- Managed multiple marketing projects simultaneously for top direct selling companies
- Helped clients develop and shape their overall brand and message
- Served as managing editor for several issues of national newsstand magazine *Success from Home*
- Wrote monthly personal development column for *SUCCESS* magazine focusing on teenagers
- Hired and supervised freelance writers within total monthly budgets of up to \$14,000
- Communicated with clients to ensure direction and quality of projects
- Used social media to help grow customer and reader interaction

BECKETT MEDIA, DALLAS, TEXAS

MARCH 2002-APRIL 2009

Magazine Title Editor: *Beckett Football, Beckett Basketball, Beckett Sports Card Monthly (2003-2009)*

- Planned, coordinated and edited all content and covers for three magazine titles for Dallas-based publisher of sports collectibles and online marketplace
- Served as managing editor for special-project publications, including Pro Football Season Preview magazines and *Beckett Sports Video Gamer: Madden NFL* in conjunction with release of No. 1-selling EA SPORTS product
- Influenced professional athletes to participate in unpaid photo shoots for Beckett feature stories, magazine covers and advertising; directed photo sessions and managed ongoing relationships

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PAGE 2

BECKETT MEDIA, CONTINUED

- Assisted in writing press releases, newsletters, and developing company-wide moral-boosting events
- Collaborated with advertisers to develop special projects, advertorials, sponsorships and digital magazines, achieving significant revenue generation
- Directed focus groups, readership surveys and promotional giveaways
- Helped develop ad campaigns, writing ad copy and directing photo shoots
- Worked with local and national media to promote Beckett Media products and services
- Promoted and sold Beckett Media products and services at industry trade shows, including the Super Bowl NFL Experience and National Sports Collectors Convention
- Contributed to interactive media features such as message boards, blogs and chats to build relationships with Beckett readers and drive content between print and Web
- Reduced expenses by \$40,000 while maintaining overall editorial quality

Copy Editor (2002-2003)

- Served as chief copy editor and proofreader for multiple magazine titles
- Fact-checked magazine content
- Edited and rewrote press releases

FREELANCE EXPERIENCE

DEMAND STUDIOS, SANTA MONICA, CALIFORNIA **2006-2010**
Copy editor on multitude of topics for “how to” website, eHow.com, in addition to Trails.com, LiveStrong.com and GolfLink.com

HORNS ILLUSTRATED, AUSTIN, TEXAS **2009-PRESENT**
Feature writer for magazine covering Texas Longhorns sports

NORTH TEXAS SUPER BOWL XLV HOST COMMITTEE, DALLAS, TEXAS **2009-PRESENT**

- Copy edited media guide promoting North Texas as the home of Super Bowl XLV
- Ongoing copy editing and writing for content at www.NorthTexasSuperBowl.com
- Proofreading and other pre-press services for *XLV Insider Magazine*

SCENTSY WICKLESS CANDLES, INDEPENDENT CONSULTANT **2010-PRESENT**
Network marketing family home-based business – used Internet marketing, social media and website SEO channels to grow business, and attract customers and recruits

EDUCATION

Bachelor’s of Science, Journalism, Texas A&M University-Commerce **2002**
Cum Laude
Emphasis in Public Relations, Minor in English
Relevant Coursework: Creative Writing, Media Law, Public Relations Case Studies, Editing, Marketing, Advertising. Staff Writer – School Newspaper

REFERENCES

Upon Request