

DONALD G. ST. JOHN

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EXPERIENCE AND EXPERTISE

1997-present

Freelance website consultant/writer/editor

- Consultant on website design and information architecture for Old Sturbridge Village, a history museum in Massachusetts, and other small businesses
- Writer/editor for *Wired*, *TED*, *Business 2.0*, *PC Games*, *GamePro*, *PC Gamer*, *PC Computing*, others
- Wrote feature-length articles and reviews on business, technology and computer entertainment topics
- Author of *GamePro* magazine's annual Industry White Paper, a comprehensive business overview of the video games industry

2016-2020

Editor, University of Massachusetts Lowell, Lowell, MA

- Content and copy editing for university's news website, as well as for several online and print university magazines (UML Alumni Magazine, Engineering Solutions, and Elements of Science) and a wide variety of online and print marketing materials
- Maintenance and expansion of style standards for University Relations department
- Editing for admissions marketing materials

2012-2014

Senior Web Editor, University of Massachusetts Medical School, Worcester, MA

- Maintained the homepage for University of Massachusetts Medical School, a major research institution in Massachusetts, and UMassMedNow, the news website for the school
- Responsible for redesign, strategic direction and improvement of the news website
- Oversaw the university's social media, including creation of Facebook page and maintenance of Facebook, Google+ and Twitter sites, plus tracked metrics for each channel
- Monitored site metrics with WebTrends and Google Analytics
- Analyzed and developed ongoing SEO strategy and implementation
- Spearheaded redesign of University homepage, including responsive-design implementation for mobile use, and maintained content; redesigned UMassMedNow news site
- Responsible for design and implementation of specialty sites for specific university events
- Routinely worked with university's Information Technology department on integration/implementation of design and content with new EpiServer content management system
- Departmental member of committee evaluating and selecting new CMS

2012

East Coast Editor, ReadWriteWeb.com, San Francisco, CA

- Morning-shift news editor for authoritative tech-based news website; assigned articles, edited and posted content and managed morning-side staff
- Occasional writer of articles on tech topics, including several with six-figure readership
- Assisted in implementation of custom content management system

2006-2011

Online Editor, *Daily Hampshire Gazette*, Northampton, MA

- Primary responsibility for GazetteNET, the website of 225-year-old regional news organization in Western Massachusetts
- Set strategic direction for/execution of daily content editing, upload and display of all news content

- Oversaw editorial components in collaborative rearchitecture/redesign of entire site, including shift to new server software and content management system (from ColdFusion to Drupal)
- Main producer within Drupal system, including design, creation and coding of new content areas; new pages; new content types; user management; database management; and other technical needs
- Set strategic direction for and oversaw all multimedia production, including video (more than 200 pieces), podcasts and other audio, electronic document posting, and photo slideshows
- Created strategy for and implemented social media offerings, including blogging, Facebook, Twitter, YouTube, Scribd; created Facebook, Twitter and YouTube channels
- Established taxonomy for content management system for sites
- Tracked metrics with Google Analytics
- Oversaw transition from once-daily posting on print schedule to 24/7 immediate management of news
- Designed/executed special projects, including elections coverage from 2006 forward, several special series, and sections such as UMass sports coverage
- Set strategic direction for implementation of mobile site for GazetteNET
- Awards: Best regional sports website, New England Associated Press News Executives Association, 2009 and 2011

2003-2006

Editor, *Server Pipeline.com* and *Outsourcing Pipeline.com*; Contributing Editor, *TechWeb.com*

- Edited websites covering enterprise server market and high-tech outsourcing market for high-traffic Web portals for CMP Media (publishers of *Information Week*, *Internet Week*, many others); contributed features on e-business and networking; developed and assigned stories and managed freelance writers; maintained regular technology blog on TechWeb
- Established taxonomy for content management system for sites and tracked metrics with Omniture analytics package

1999-2005

Web Producer/Writer, Mount Holyoke College, South Hadley, MA

- Primary responsibility through June 2005 for the news/events section of the college website, maintained by the Office of Communications, including selection, priority settings, writing, and art
- Primary responsibility for database-driven news items on college home page, including selection, priority settings, writing, and art
- Assisted in redesign of college website in 2001; designed college virtual tour site
- Ongoing design and production of college's Family Weekend and January Term websites

EDUCATION

Boston University, Boston, MA, B.S. in journalism.