

kathryn SWARTZ

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908 W. Montrose Ave., Apt. 2, Chicago IL 60613

EXPERIENCE

LocalLabs LLC, Director of Operations, Chicago

January 2013 — Present

- Oversee media startup's daily operation of editorial, advertorial, data and design departments.
- Manage delivery of standard weekly production, including more than 1,500 online news briefs, 3,000 event listings, 200 features, and 150 print pages, as well as special projects, for newspaper, magazine and web clients across the United States and Canada.
- Interface with clients on a regular basis to ensure on-time delivery to specification and satisfaction.
- Manage a team of 15 employees and 30 freelancers both on-site and in virtual office environment via Skype.
- Set internal budget and external client pricing on scopes of work.
- Coordinate with development team in creation of proprietary CMS, including wireframing, beta testing and conceptualization, to meet departmental and overall company technology goals.
- Streamline internal processes, including setting best practices for company communication, workflow and training methodology and materials.

Journatic LLC, Editorial Director, Chicago

March 2011 — January 2013

- Expanded delivery to more than 500 daily news briefs and features for client list.
- Managed virtual newsroom of freelance writers, editors and photographers, and negotiated rates to keep editorial within budget.
- Worked with writing team to develop localized and relevant content for community readership.

BlockShopper LLC, Managing Copy Editor, Chicago

October 2010 — March 2011

- Managed a team of copy editors to ensure house and AP Style were correctly implemented.
- Developed style guide and other training materials, including stock images libraries and boilerplate texts.

BlockShopper.com, Copy Editor, Chicago

July 2008 — October 2010

- Copy edited and published more than 150 real estate news stories daily.

O'Meara-Brown Publications, Managing Editor, Chicago

October 2006 — July 2008

- Served as second-in-command editor for the flagship publication, *Lakeland Boating*, a monthly travel magazine, with a circulation of 60,000, focused on powerboaters in the Great Lakes region.
- Edited and oversaw all content during manuscript stage, galley proofs and PDF blueines.
- Produced front-of-book section "Scuttlebutt."
- Managed freelance writers and photographers, and negotiated rates to keep editorial within budget.
- Brainstormed layout and design ideas for feature well.
- Generated supplementary content for *LakelandBoating.com*.
- Copy edited sister publication *Great Lakes Angler*.
- Managed production of *Lakeland Boating's Ports o' Call Cruising Guide* book series.

O'Meara-Brown Publications, Associate Editor, Chicago

August 2005 — September 2006

- Developed content for annual buyer's guide while providing general editorial assistance.

Vox, Screen Editor, Columbia, Missouri

January 2005 — May 2005

- Responsible for the three-page Screen section of the alternative weekly magazine.

Drapers Record & Menswear, Contributor, London, England

September 2004 — December 2004

Columbia Missourian, Education Reporter, Columbia, Missouri

August 2003 — December 2003

FREELANCE

Appolicious.com
ShopAtHome.com
Encyclopedia.com
Cengage Learning
DePaul University
Shakespeare Squared

SKILLS

Basecamp
Twitter
Facebook
Clarify
Gliffy
Wordpress
Storify
HTML
Adobe Creative Suite
Content Management Systems

EDUCATION

Bachelor of Journalism
•magazine editing
•cum laude
•history minor
University of Missouri —
Columbia, 2005

REFERENCES

Hanke Gratteau
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