

# Elizabeth Smith

*“Liz possesses the one thing that is essential to creation and impossible to teach.”*

Walter Cronkite School of Journalism & Mass Communication \* 602.496-5232 (office) \* 480.234.2279 (cell) \* elizabeth.grace.smith@asu.edu

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## EDITOR / MEDIA MANAGER

### IN SUMMARY

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High-performance, versatile, hands-on editorial leader with vision, integrity, entrepreneurial outlook and relentless standards of excellence. Unique background blends management, editing, business and journalism across multiple media formats.

### RECENT ACCOMPLISHMENTS

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- Spoke and coordinated panel at national American Copy Editors Society conference in Philadelphia in April 2010
- Applied for \$525,000 Knight Foundation Project News Challenge grant; invited to submit full round-two proposal
- Appeared on several local television news shows and participated on multiple media panels in 2008-2010

### CAREER TO DATE

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**FACULTY ADJUNCT** | ASU Walter Cronkite School of Journalism and Mass Communication (8/09-present)

*Teach editing (JMC 313) to journalism students and mentor student reporters (Cronkite Journal)*

- Taught Introduction to Editing to junior and senior journalism and p/r students
- Managed special project, The Cronkite Journal, the school's chief annual marketing communication, with an audience of donors, prospective students, parents, alumni, and local and national media members
- Assigned and tracked stories; managed and mentored team of seven student reporters; edited 50+ articles

**EDITORIAL CONSULTANT** | The Editress, L.L.C. / DBA Résumé Makeovers (11/08-present)—Member, BBB

*Owner / founder of editorial consulting company specializing in editing for magazine and book publishers and individuals*

- Magazine writing, editing and consulting clients include McMurry, WHERE, Sedona Monthly and Madden Media
- Special projects include technical, medical reference, and book editing as well as grant and marketing writing
- Utilize AP, New York Times, Chicago, APA and AMA styles
- Revamp and edit résumés for individual job seekers as Certified Professional Résumé Writer (C.P.R.W.)

**EXECUTIVE EDITOR** | Arizona Foothills Magazine (MTD) (1/06-11/08)

*Assumed leadership of now 12-year-old magazine with targeted circulation of 60,000 and newsstand presence in 38 states. Revitalized teamwork and spearheaded improvements while maintaining unrivaled standards amid rapid growth*

- Reported to publisher; responsible for overall quality of company's flagship luxury lifestyle magazine
- Served as primary face of the magazine / editorial ambassador in the community; fostered contacts in luxury sector
- Hired, challenged and mentored editorial team of seven editors and four interns to continual further growth
- Planned and conducted annual editorial planning meetings and training retreats; compiled staff performance reviews
- Administered budgets for two magazines; identified strategies to minimize expense while maximizing productivity
- Final editor of articles in draft, layout and proof form; ensured consistency with appropriate style guides
- Oversaw launch of sister publication in the Tucson market
- Authored cover blurbs, editorial calendars and articles; developed editing test; led creative meetings
- Oversaw restructures and consolidations of editorial department to best align staff with company needs

**MANAGING EDITOR** | Christy Media (8/05-1/06)

- Worked directly with publisher, leveraging interviews and columns and composing a variety of stories

**NEWS EDITOR** | The Macomb Eagle (6/04-7/05)

- Reported to publisher in supervision of team of staff writers and correspondents; monitored deadlines
- Copy-edited and proofread all content prior to and after layout; ensured consistency with AP style
- Conceived / assigned creative story ideas for regular papers and special seasonal lifestyles tabs

**ASSISTANT TO THE PUBLISHER**, Art Times (8/02-7/05)  
**FREELANCE WRITER & EDITOR**, Self-Employed (1/00-7/05)

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## EDUCATION

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**Mid-Career Master's Degree—Digital Media Entrepreneurship & Business**, ASU (anticipate graduation May 2010)  
(studies covered Advanced Digital Media Entrepreneurship, Mass Media Law, Arizona Media Law (with David Bodney), HTML, ENPS, Slideshows, Audio Editing, Social Media, Video, Video Editing, and Broadcast Production and Writing)

**Previous coursework toward M.A., Journalism—Media Management**, University of Missouri-Columbia  
(26 credits included Ethics, Economics / Finance of the Media, Media Management, Communications in Media Organizations)

**M.F.A., Theatre—Acting**, Western Illinois University (courses included Acting for the Camera & Scriptwriting)

**B.A., Psychology & Theatre**, Gonzaga University

## CONTINUING DEVELOPMENT

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**2008 UMC Seminar**—Building an Airplane While It's Flying: Media Management in the Digital World

**2008 & 2006 Arizona Press Club Fall Journalism Seminars**

**2007 ASME Magazine Workshop**

*"A two-day 'college' for editors climbing the ladder of success."* –ASME Web site

- Two days of sessions with top national magazine editors and leaders including Kate White (Cosmopolitan), Cynthia Leive (Glamour), Lucy Danziger (Self), David Granger (Esquire), Ann Moore (Time Inc.) and others

**2008 Grantsmanship Essentials: Introduction & Overview**

## PROFESSIONAL INVOLVEMENT

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- **Panelist**—American Copy Editors Society (ACES) National Conference, April 2010
- **Speaker**—Arizona Newspapers Association (ANA) Annual Conference, ASU October 2009
- **Panelist**—Media Panel, September 2009 Central Phoenix Women, The Ritz-Carlton Phoenix
- **Panelist**—Social Media & Community Publications Panels, August 2009 Phoenix PRSA/SPJ Summit
- **Committee Member**, SPJ 2009 Regional Conference Planning Committee
- **On-Air Guest**, Chat Room & Sonoran Living
- **Mentor**, ASU Cronkite School of Journalism freshman magazine student
- **Résumé Critique**, ASU Career Center Resumania—October, 2008; Jobing.com Career Fair—August, 2009
- **Moderator**—2008 Magazine Panel, **Panelist**—2007 Online Panel Phoenix PRSA/SPJ Summit
- **Workshop Speaker**, The Art of Editing—October, 2008
- **Chair**, APW Central District Annual High School Journalism Contest—2007-08 & 2008-09
- **Guest Speaker**, Scottsdale Papago Rotary Club—September 2007
- **Mentor**, Fresh Start for Women—2007

## AFFILIATIONS

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Member, **SPJ**—Society of Professional Journalists

Member, 2006-2009, **ASME**—American Society of Magazine Editors

Member, **ACES**—American Copy Editors Society

Member, **Arizona Women in Media**

Member, 2006-2009, **APW & NFPW**—Arizona Press Women & National Federation of Press Women

Member and C.P.R.W., **PARW**—Professional Association of Résumé Writers

## TECHNICAL SKILLS

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Basic Knowledge: Word, Photoshop, Keynote, PowerPoint, InDesign, Final Cut, WordPress, Twitter, Social Media, ENPS, Video