

# JESSICA PUCCI

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## PROFESSIONAL EXPERIENCE

**Manifest (formerly McMurry/TMG)** | Phoenix, AZ

03/2015–02/2016

Audience Editor

- Directed brand journalism, social media and engagement for large national home-design and retail clients in an audience-driven work model that emphasizes constant reaction to analytics, insights and audience behavior.
- Led content strategy and managed home-design-focused content for Delta Faucet using a careful mix of editorial instinct and analytics, leveraging team members dedicated to visual design, acquisition and analysis.
- Directed content strategy and execution for a Bed Bath & Beyond subdomain devoted to moving.

**Walter Cronkite School of Journalism / Arizona State University** | Phoenix, AZ

08/2014–present

Adjunct Faculty

- Teach Journalism Ethics & Diversity course (50 to 56 students per semester).
- Developed course with a foundation in ethical theory and an emphasis on application in modern newsrooms; continuously fine-tune instruction to include newsworthy, notable ethical issues.

**DRAFTmag.com** | Phoenix, AZ

06/2011–03/2015

Digital Editor

- Directed editorial content across DRAFTmag.com and social media while retaining managing editor duties. Orchestrated print-to-web story packaging; oversaw five blogs; developed static web content.
- Coordinated, scheduled and trafficked web content using Wordpress and CMS platforms; monitored engagement and produced monthly analytics and insights reporting to make data-driven content decisions.
- Liaised with marketing department to ethically fulfill branded contest and event listing content.
- Spearheaded 2011 and 2014 desktop and mobile site redesigns.

**DRAFT Magazine** | Phoenix, AZ

07/2006–03/2015

Managing Editor

- Directed editorial department of a national consumer print magazine. Assigned all editorial content to staff editors and freelancers; managed all contracts and budgets.
- Managed editorial deadlines and production schedule; collaborate with art/design/production departments; traffic content among departments. Edited all content in draft and proof forms.
- Concepted, wrote and contributed to feature stories and departments; coordinated annual “best of” lists; booked celebrity interviews; oversaw special projects.

**Estates West Magazine** | Scottsdale, AZ

06/2005–06/2006

Associate Editor

- Wrote and developed full-length design, travel and real estate features, plus trend-based, market-focused departments.
- Copyedited all features and departments, and collaborated with staff, freelancers and interns on revisions and fact checking.

**Marie Claire magazine** | New York, NY

05/2004–08/2004

Fashion Assistant

- Organized and maintained influx of fashion and accessory samples.
- Compiled data for and assisted in storyboard creation and reader research projects.

## FREELANCE CREDITS

- **Robb Report**
- **Money magazine**
- **Arizona Bride magazine** (Newlyweds editor, 2010–2015)
- **This Old House magazine**
- **HGTV Magazine**
- **Gannett**
- **Thrillist.com**
- **Arizona Foothills magazine & Arizona Foothills: Custom Homes**
- Brands: **Message Envy, Tommy Bahama, Western International University, Arizona Biltmore**

## EDUCATION

<b>University of Missouri</b> Master of Arts in journalism	12/2012
<ul style="list-style-type: none"><li>▪ Research focus: ethics in digital media; management</li><li>▪ Thesis: "<a href="#">Exploring the Professional Value Systems of Converged Journalists</a>"</li></ul>	
<b>University of Wisconsin</b> Bachelor of Arts in journalism	12/2004
<b>Poynter-Cronkite Certificate Program for Adjunct Instructors</b> Professional Certificate	11/2015

## PROFESSIONAL SERVICE

▪ Member, and Society for Professional Journalists	2005-present
▪ Member, American Society of Magazine Editors	2008-2015
▪ Appearance, Poynter-Cronkite Adjunct Certificate Program video	12/2014
▪ Phoenix coordinator, Ed2010	2007-2009
▪ Keynote speaker, iBev Conference	10/2014
▪ Keynote speaker, Beer Bloggers Conference	11/2010
▪ SPJ conference panel moderator, 2009	03/2009