

# Liz Armstrong

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me@lizzyarmstrong.com

## WORK EXPERIENCE

ONLINE DIRECTOR

SEPTEMBER 2010 – JUNE 2011

**ReadyMade**

**New York**

- Strategize and implement all aspects of magazine digital presence: assess and direct content tone; assign and edit all daily blog stories and corresponding images; site navigational optimization; update bimonthly magazine content; create special theme-based projects with marketing and advertising teams; oversee all social media including Facebook and Twitter.
- Expand brand with creative digital projects: develop original in-house video programming for custom-made video site; conceptualize iPhone app and manage development team to execute it.
- Analyze website and social media statistics using Omniture, Google Analytics, Hootsuite, Facebook Insights, and custom internal reports.
- Manage programming team to enhance site and fix bugs according to custom specifications.
- Consult digital strategy team for best practices with newsletters and social media.
- Create and curate targeted content for Keyword and Search Engine Optimization.
- Budget freelancers and staff for digital media.
- Design and implement digital outreach campaigns and business alliances.

ONLINE EDITOR

OCTOBER 2008 - NOVEMBER 2009

**Vice**

**New York**

- Responsible for all aspects of online editorial presence: assign, edit, fact-check, proofread, and write stories; CMS and blog program input; source photos and images; create special theme-based projects.
- Solely manage team of 15-plus international editors and 30-plus writers.
- Strategize content through redesigns and program changes; trouble-shoot back-end issues.
- Develop columns and features for blog, plus additional online magazine stories.
- Work closely with in-house programmers and designers to develop more user- and SEO-friendly and navigable site; also to frame monthly magazine issue features in an engaging digital multimedia format.
- Plan budget and track all invoices.
- Analyze traffic statistics.
- Execute interviews and write features for the magazine.

BEAUTY EDITOR

NOVEMBER 2007 – JANUARY 2011

**Hintmag.com**

**New York**

- Research and write about skincare products, cosmetics, and fragrances for weekly column.
- Edit other writers; develop fashion features and blog.
- Travel for and cover international Fashion Weeks.

STAFF WRITER

DECEMBER 2006 - JUNE 2007

**Las Vegas Weekly**

**Las Vegas**

- Write weekly features, profiles, and arts criticism, plus music column.
- Develop, organize, and contribute to weekly themed content.

STAFF WRITER

OCTOBER 2005 - DECEMBER 2006

**Chicago Reader**

**Chicago**

- Write weekly social/fashion/nightlife/cultural criticism column.
- Curate, assign stories, art direct, and write two fashion issues per year, plus annual holiday gift guide.

COLUMNIST, EDITORIAL ASSISTANT, TYPESETTER

APRIL 2000 - OCTOBER 2005

**Chicago Reader**

**Chicago**

- Responsible for weekly column, music and book reviews, features, and other news stories.
- Compile and edit weekly music listings, archive photos, assist with page layout and design.
- Act as liaison between Editorial and Production departments; typeset copy and correct text design.

EDITOR-IN-CHIEF

JUNE - DECEMBER 2004

**Lumpen magazine**

**Chicago**

- Conceptualize bimonthly politics and art magazine, organize content, edit copy, finalize proofs.
- Create press packets for advertisers and distribution.

#### HEAD STAFF WRITER

##### **Supersphere.com**

- Generate and edit copy for online city guide.
- Assist the creative team with advertising and marketing plans.
- Partner with manager to organize, research, and initiate online calendar events.

**MARCH - SEPTEMBER 1999**

**Chicago**

#### COLUMNIST

**xoJane** ("New Agey" editor for Jane Pratt's website)

**JANUARY 2011 - PRESENT**

**Brass** (monthly New Zealand-based men's magazine)

**JANUARY 1999 - APRIL 2000**

**Daily Herald** (daily newspaper with circulation of 150,000)

**SEPTEMBER 1995 - AUGUST 1996**

#### FREELANCE WRITER

New York magazine, *The Fader*, *The Observer*, *The Daily*, *Village Voice*, *Star*, *Jalouse*, *Missbehave*, *Ladies' Home Journal*, *Blender*, *Seventeen*, *Amsterdam Weekly*, *Las Vegas Home & Design*, *CityCenter* magazine, *Wynn* magazine, Guest Informant publishing, *Gem Sound*, *Lumpen*, *Select*, *Nerve.com*, *K48*, *Swingset*, *Real Groove*; several zines such as *Roller derby*, *Why Music Sucks*, *Radio On*, and *Hit It or Quit It*.

#### COMPUTER SKILLS

Comfortable and competent with Drupal and other CMS interfaces including WordPress, TypePad, Expression Engine, Kyte's Creator, Indexhibit, and Tumblr. Decent knowledge of HTML and some CSS. Competence with InDesign, Quark, FileMaker, Dispatch, Photoshop, digital media, Macs, and MS Office. Aptitude and passion for learning new programs and systems.

#### AWARDS/ACCOMPLISHMENTS

- Webby nomination for ReadyMade.com for overall excellence in "Lifestyle" category (April 2011).
- ASME judge (February 2011)
- Raised online traffic at ReadyMade.com by 160% within first four months in position (January 2011).
- Raised online traffic at Viceland.com by 82% within first six months in position (August 2009).
- Runner-up for Best Local Writer, annual Readers' Choice Awards, *Las Vegas Weekly* (March 2007).
- Lectures at the School of the Art Institute of Chicago (May 2005), DePaul University (October 2005), Columbia College (May 2006), and Illinois Academy of Art and Design (February 2006).
- Photo essay collaboration with the Chicago Historical Society as a "notable Chicagoan"; exhibit up at O'Hare airport (March - November 2006).
- Judged final fashion projects at the School of the Art Institute and awarded several student scholarships (May 2005, May 2006).
- Appearances on *Fully Loaded*, *MTV Australia* (April 2007); *The JG Faux Show* (October 2010); *The Brian Costello Show* (February 2006); and *The Late Night Late Show* (August 2005).
- "Strange in a Strange Land," cover feature for the *Chicago Reader*, named a notable essay in *Da Capo Best Music Writing 2002*.
- "Chicago Antisocial" recognized as one of the top 27 guilty pleasures in town, *Chicago* magazine (2005).
- Featured on the cover of *UR* magazine's "30 Under 30" issue (September 2005).
- Named one of 20 most stylish people in Chicago, *Chicago* magazine (2003).

**REFERENCES AND WRITING SAMPLES AVAILABLE UPON REQUEST.**