

ALICE FINER

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PROFESSIONAL EXPERIENCE

Freelance Writer, Editor and Graphic Designer

Positions have included: Food writer, *Bend Magazine*, *The Source Weekly*; designer, Kaplan, Inc.; SEO copywriter, RKG; designer/editor, multiple nonprofits and small businesses; writing and ESL instructor; researcher, *TV Guide* magazine.

St. Charles Health System, Community and Philanthropy

COMMUNICATIONS SPECIALIST, 2014–2018

Developed, designed and produced web content, newsletters (print and digital), annual reports, marketing collateral for fundraising events and capital campaigns as well as other communications for the Community and Philanthropy department of St. Charles Health System, Central Oregon's largest health care provider, www.stcharlesfoundation.org.

New York University School of Continuing and Professional Studies

ASSOCIATE DIRECTOR OF PUBLICATIONS, 2006–2008; PUBLICATIONS MANAGER, 2003–2006; FREELANCE EDITOR AND GRAPHIC DESIGNER, 2008–2012

Managed the conceptual development, editorial content, design and production of award-winning course bulletins, brochures and marketing materials for NYU's School of Continuing and Professional Studies; supervised in-house production of over 250 printed pieces annually with a budget of \$2 million; consulted on redesign of school's website helping to establish site architecture, editing and managing web content and coordinating updates with school publications, www.scps.nyu.edu.

New York Times Guides and Reference

PROJECT MANAGER AND SENIOR EDITOR/WRITER, 1999–2007

Managed and edited various projects on an ongoing contract basis for Elizabeth Publishing, publisher/packager of New York Times guides and reference books; planned, organized, compiled and edited content of *The New York Times Guide to New York City* and *The New York Times Guide to New York City Restaurants*; editor/contributing editor, *The New York Times Almanac* and *The New York Times Guide to Essential Knowledge* (writer, mythology and classical biographies).

Nick-at-Nite and TV Land Online

SENIOR EDITOR/WRITER, 2000

Wrote and edited online content and original interactive projects for websites of two cable networks; worked with production and content teams to develop and execute new projects to correlate with network programming, support marketing efforts and collaborate with outside vendors, www.tvland.com and www.nickatnite.com.

EDUCATION

New York University

MASTER OF ARTS IN JOURNALISM with a concentration in Cultural Reporting and Criticism (CRC); Heyman Fellowship recipient and graduate assistant; awarded department's highest honor for achievement in CRC upon graduation.

University of Wisconsin at Madison

BACHELOR OF ARTS; graduated with distinction.

Double Major in Classics (Latin/Ancient Greek languages) and English Literature.

New York University School of Continuing and Professional Studies

CERTIFICATE IN DIGITAL AND GRAPHIC DESIGN PRODUCTION; included coursework in Adobe programs; digital prepress and print production; print project planning; and typography.

SKILLS

- > Extensive experience in editorial project management, writing, reporting, developmental editing, line editing, copyediting and proofreading.
- > Highly skilled in every phase of print production from concept and graphic design to prepress and press check.
- > Experienced with web design, content management, developing site architecture, editing and SEO copywriting using HTML, CSS, Dreamweaver, WordPress, Foursquare and various content management systems.

PROGRAMS

- > Adobe InDesign, Illustrator, Photoshop, Acrobat Professional
- > QuarkXpress
- > Microsoft Office

PUBLISHED WORK

To view writing samples from St. Charles Health System, *Bend Magazine*, *The Source Weekly*, *The New York Times Guide to New York City*, *The New York Times Guide to Essential Knowledge* and other publications and websites, visit www.finereditorial.com.