

Jeffrey W. Steen

Experienced Writer | Editor Web and Marketing Content Specialist

10-plus years of experience in **publishing, writing, editing, publication management, and web design** readily applied to the fields of marketing, branding, communications, public relations, advertising, and media development.

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KEY PROFICIENCIES

Writing/editing: AP style, editorial calendar creation, interviewing, article-writing, freelancer management

Marketing: Inbound Marketing Certified (HubSpot)

Technical: HTML, WordPress, Google Analytics, SEO (incl. WebCEO and Keyhole), Google AdSense, Hootsuite, Constant Contact, Microsoft Office, PC/Mac OS and native applications

Graphic design: Scribus, Affinity, Swift, Acorn, Scrivener, Photoshop

Web design: WordPress, Joomla, proprietary CMS systems

NOTABLE ACHIEVEMENTS

Increased readership for **DiningOut.com** from 0 to 100,000+ unique pageviews per month in 6 months; doubled ad revenue in 3 months

Spearheaded strategy for **DiningOut social media channels**, growing followers for Twitter to 1,300 and more than 2,100 for Instagram in 6 months

Produce weekly content for **DiningOut, Gunbarrel Gazette, Validately.com, and Saint Paul Community of Faith**, with content ranging from Q-and-As, to celebrity profiles, case studies, and in-depth features

WORK EXPERIENCE

Managing Editor, Pearl Publishing Media Group (2006-Present)

Previous titles: Production Coordinator, Associate Editor, Editor, Senior Editor

Focus: Build brand and following for restaurant clients, while increasing PPMG audience

- Manage production for as many as 14 distinct DiningOut publications, most publishing three times per year
- Manage production and generate content for Savoring the City (STC) lifestyle publication, showcasing local food and dining, spirits, nightlife, cannabis culture, and outdoor activities
- Manage a production team of 5-6 art directors and editors
- Create and maintain editorial calendars for all publications
- Oversee creation and maintenance of distinct web editorial calendar with special attention paid to SEO keywords, design, and user analytics
- Write, edit, and assemble major and minor features for print and web
- Help design and implement social media campaigns
- Lead production and planning for weekly podcast shows
- Assist in planning and implementing yearly budgets

Regular Contributor, OutFront Colorado (2012-2014)

Focus: Profile LGBTQ figures and influencers, connect industries and individuals to LGBTQ community

- Wrote major features on LGBTQ relationships and history
- Wrote bimonthly column on Denver/Boulder restaurants
- Contributed occasional opinion pieces on politics, health, religion, and relationships

Managing Editor of Campus Publications, Johnson & Wales University (2005-2006)

Focus: Promote JWU vision and brand through coverage of events and on-campus initiatives

- Created editorial assignments for student staff of 5-7 writers
- Designed print and digital monthly publication for campus
- Functioned as liaison to staff and community
- Wrote and edited features for publication

Freelance Writer (2006-Present) for a myriad of local and regional publications, including The Denver Post, YellowScene magazine, UX Magazine, Validately, Alpha UX, and The Good Men Project

Freelance WordPress Web Developer (2012-Present) for individuals and non-profits, including AIDS Treatment Activists Coalition, Saint Paul Community of Faith, Boulder Eats TV, and VanderHamm Music

EDUCATION

BA, English / Western Washington University (2003)

Graduate Certificate, Theology / Jesuit School of Theology, Berkeley (2005)

AS, Culinary Arts / Johnson & Wales University (2006)