

ROBIN A. ROTHMAN

EDITORIAL EXPERIENCE

Digital Director

TV Guide Magazine/TV Insider, New York, NY

Nov 2014-present

- Launched new website and developed/launched mobile responsive site, achieving 2 million page views in first 3 months and continuing to direct development of new website functionality.
- Built digital team from scratch, directing the hiring process for new positions and managing 3-5 direct reports.
- Define and measure digital KPIs, reporting on metrics and translating insights into actionable recommendations.
- Develop and direct overall digital strategic content plan; lead digital and editorial teams; develop and streamline workflows
- Identify and implement audience development/community opportunities, including social media and newsletter strategies.
- Liaise with advertising, marketing, and PR departments to leverage editorial content for revenue and publicity opportunities. Liaise with legal department to protect brand and content.
- Create detailed product development plans to direct internal and third-party development teams. Manage QA processes. Continue to innovate and add functionality and features
- Negotiate contracts and manage partnerships with third-party vendors and service providers.
- Develop and monitor digital financial budget.

Senior Editor, Books

AMAZON.COM, New York, NY

Oct 2012-June 2014

- Lead editor, Books blog Omnivoracious: Directed editorial calendar and reviewed analytics to adapt strategy; increased sales by more than 90% and traffic by more than 9% Y/Y 2013. Wrote bylined features, conducted author interviews, and edited freelance and team blog contributions. Managed contributor relationships and developed and maintained contributor guidelines.
- Deputy editor, social media: Contributed to social media strategy to engage and build community, filled in for lead editor. Directed 2013 holiday sweepstakes resulting in 52k new fans and \$375k OPS.
- Lead editor Science Fiction, Fantasy & Horror and Entertainment categories: Managed Best of the Month category lists, wrote and curated content to support categories for blog and site, developed genre-specific features by evaluating, prioritizing and promoting books within those categories.
- Lead editor From the Editors and Author Interviews: Conceptualized, designed, coded and maintained onsite department pages.
- Participated in team determination of monthly editors' picks; wrote book reviews as needed.

Senior Editor/Content & Community Manager/Online Editor

MINDSPARK INTERACTIVE NETWORK INC. White Plains, NY

Aug 2008 – Oct 2012

- Developed and managed editorial calendars.
- Directed online content development and homepage management.
- Managed new product initiatives by ascertaining needs, composing and executing production cycle.
- Spearheaded social media and community strategies by assigning, editing and writing blog posts, managing accounts and utilizing new tools.
- Conceptualized and executed partner promotions, sweepstakes and contests.
- Managed direct messaging/email newsletter initiatives and marketing messaging with eye for SEO.
- Tracked and responded to product, messaging and community traffic reports and analytics.
- Provided training and guidance to junior editors and interns on online content management.
- Contributed to product development by participating in and leading brainstorming with designers, product managers, marketing managers and web developers.

Freelance Writer/Editor

VARIOUS, New York, NY

Oct 1999 – current

- Write entertainment features, reviews, news articles for Publishers Weekly, Village Voice, Request, CMJ Monthly, Boston Phoenix, Time Out New York, RollingStone.com, MTV.com, VH1.com, Sonicnet.com, Billboard.com, PunchlineMagazine.com. Write publicity press releases and band bios.
- As Contributing Editor for Relix Magazine, created, developed and wrote "Guided Buy" product reviews section, developing contracts with product publicists and "Scene and Heard" regional reports section.
- Directed editorial content for www.unclepromo.com and www.cloud9adventures.com.

Entertainment/Features Editor

THE TIMES HERALD-RECORD, Middletown, NY

Feb 2004 – Aug 2008

- Directed editorial calendar and production process for entertainment and features coverage in print and digital, including daily pop culture news and weekly entertainment/activity section Go!
- Conceived, assigned and compiled photos and graphics, mapped and approved layouts; designed and proofed final pages.
- Conceived and managed print-to-online packaging and web exclusive content, including polls, quizzes, photo galleries, video, links, etc.
- Managed direct reports, full time freelancers, interns.
- Worked with marketing, advertising, circulation and new media to maximize product potential while maintaining relationships with content services.
- Accomplishments: Tripled online traffic to entertainment pages in one quarter; increased Friday circulation to rival Sunday edition; earned AP Award for Brightest Headline 1st Place 2008, 3rd Place 2007.

Entertainment Reporter

THE GAZETTE, Colorado Springs, CO

Mar 2003 – Feb 2004

- Covered TV/Radio/Film beat, including news (local film shoots, locals in films, Nielsen and Arbitron results, personnel changes, scandals, and promotions), profiles, previews, reviews, features.
- Oversaw Outta Town page in entertainment supplement Go!
- Contributed to concert reviews and other pieces to sections, including Life, Metro and A1.

Editor/Writer

MTVi (MTV.com), New York, NY

May 1999 – November 2000

- Provided senior-level editorial direction and management for all written material appearing in all non-News areas of the website.
- Developed and guided the "voice" of the site.
- Directed, wrote, proofed, fact checked and edited the major content of the site and exclusive partnership content.
- Recruited freelance writers and edited their contributions.
- Managed budgets related to non-News site content.
- Developed content for non-site projects, including email newsletter, marketing and partner promos.
- Coordinated as many as 85 student writers for the Local section of the MTV.com website.
- Wrote features, reviews and teases for Local content as well as actively maintaining radio station, record store and club listings.

Editorial Intern, Music

THE VILLAGE VOICE, New York, NY

Dec 1998 – June 1999

EDUCATION

- New York University – Master of Arts – Journalism, Cultural Reporting and Criticism (January 2002)
- Ball State University Honors College – Bachelor of Arts – Political Science/History (May 1995)

SKILLS

- Mac and Windows, MS Office, InCopy, InDesign, Photoshop, Premiere Pro, WaveLab, Omniture, Google Analytics, Wordpress, Typepad, Facebook, Twitter, Tumblr, Instagram, Pinterest. Competent with HTML basics and FTP access.