

Tori Woods

2089 Elmwood Avenue * Lakewood, OH, 44107 * 440.503.4426 * tori@toriwoods.com

Experience

WEB CONTENT CREATOR **S.G.T. Inc, at NASA's Glenn Research Center — Cleveland, OH** **August 2009 – Present**

- * Create feature stories for the NASA Glenn and NASA website: research, pitch, interview, report, write, edit and post long-form, journalistic stories about what's going on at Glenn (www.nasa.gov/glenn and www.nasa.gov)
- * Create, edit other content as needed for the website and other materials
- * Coordinate photos, video, other multimedia elements for the website
- * Launch and manage social media for NASA Glenn (attracted 1,500 + Twitter followers and 1,100+ Facebook fans in first year)
- * Work in the Content Management System to post items to the website
- * Advise on social media and networking strategies, AP style, editorial practices and web best practices

MEDIA RELATIONS ASSOCIATE **The Cleveland Institute of Art — Cleveland, OH** **June 2008 – August 2009**

- * Managed communications with the media: generated press releases, identified recipients and targeted pitches, facilitated follow-up
- * Achieved successful placement of CIA stories in both local and national media, from The Plain Dealer and 90.3 WCPN (NPR affiliate) to Real Simple and Vanity Fair
- * Co-Founded and managed the CIA Blog: created and edited content, edited photos (www.cia.edu/blog)
- * Assisted in increasing traffic to the website by attracting 10,000 unique visitors to the blog in less than a year
- * Co-founded and incorporated social networking strategies which resulted in 500 Twitter followers in less than a year.
- * Assisted in managing communications with the general public through email, direct mail pieces
- * Facilitated multi-media projects, including art direction on promotional materials, video pod casts
- * Created and updated web tiles on CIA home page, managed and updated on-line pressroom through Content Management System
- * Wrote articles for alumni publication, created other content as needed; managed external on-line calendar listings
- * Assisted in managing internal communications; event coordination, planning, promotion; media buying/planning/coordinating

EDITORIAL ASSISTANT **Cleveland Scene — Cleveland, OH** **January 2008 – June 2008**

- * Served as liaison between Editorial Department and all other departments and Village Voice Media Corporate Offices
- * Contributed to the daily blog; developed and wrote a weekly blog feature, '\$13 Dining.'
- * Maintained the on-line Dining Guide: updated, corrected, generated listings
- * Promoted blog items and stories on the website to other web-based media
- * Fielded all electronic and paper-based communication directed to Editorial Staff
- * Maintained editorial records and databases; maintained editorial space, supplies, material archives; responsible for editorial pay list
- * Coordinated letters to the editor, awards submissions, weekly pitch sheets, corporate issue database, reports

EDITORIAL ASSISTANT **Cleveland Magazine — Cleveland, OH** **August 2006 – January 2008**

- * Researched, interviewed, reported articles for City Life, Arts and Entertainment, A La Carte, the feature well, cover packages and special sections, including supplemental publications Home Décor and Elegant Wedding
- * Fact-checked articles; executed special projects including listings for cover packages; coordinated assigned special sections
- * Participated in editorial and special section meetings; proposed story ideas; handled editorial calls and mail; mentored interns
- * Co-wrote monthly Newsbites section in A La Carte featuring developments in the local dining scene
- * Wrote monthly Agenda section, featuring write-ups of events sponsored by the magazine and media partners
- * Served as an editorial intern from May 2006 – August 2006

FREELANCE WEB WRITER **Cleveland, OH** **2007 – Present**

- * Create specifically targeted, SEO-rich content through interviews, other source material
- * Proof read, edit, enhance and optimize company-provided content for the web

Related Skills

- * Proficient on PC/Mac platforms, Lexis-Nexis, Microsoft Office Suite, WordPress, Cision * Working knowledge of Adobe Creative Suite, QuarkXpress * Basic knowledge of Dream Weaver, HTML * Trained in theater, improv, public speaking * Trained in graphic design * Experienced in web content creation, social media * Proficient in French, conversational Italian * Proficient in AP Style

Education

- * **M.A., Magazine, Newspaper and On-line Journalism — June 2006**
S.I. Newhouse School of Public Communications, Syracuse University — Syracuse, NY
- * **B.A., Communication, Writing Specialization — May 2005**
Loyola College in Maryland — Baltimore, MD

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Professional Affiliations

Northeast Ohio Usability Professionals Organization — 2009 - present
Cleveland Plus/The Plus Social Media Advisory Committee — 2010 – present
Loyola University in Maryland Alumni Association, Cleveland chapter — 2010 - present

Conferences Attended

Usability Week 2010 Conference, Nielsen/Norman Group — New York, NY (March 2010)
Communications School, National Association of Government Communicators — Bethesda, MD (May 2010)
Social Media Training and SEO Education, Online Marketing — Cleveland, OH (June 2010)

Additional Experience

CAST MEMBER, MARKETING DIRECTOR **Something Dada Improvisational Comedy Company — Cleveland, OH 2007 - Present**

* Perform improvisational comedy at two weekly shows, and private, corporate or fundraising performances
* Coordinate marketing, promotions, event planning, fund-raising, donation solicitations, booking, group ticket sales

EDITORIAL INTERN **The Post-Standard — Syracuse, NY** **2006**

* Researched, interviewed, pitched, reported features articles for The Daily Dose and the Local section

STAFF WRITER **The Daily Orange — Syracuse, NY** **2005 - 2006**

* Interviewed, reported, co-edited Features articles and reviews for Syracuse University's daily student newspaper
* Wrote an article linked by Romenesko, The Poynter Institute web site, 10/28/2005

EDITORIAL INTERN **The Baltimore City Paper — Baltimore, MD** **2003**

* Researched, wrote full-length features and 100 word calendar inserts; fact-checked, researched, assisted editors

PRODUCTION TEAM MEMBER **The Cagli Project — Cagli, Italy** **2004**

* Wrote feature article, designed web page, produced photographs and video for multi-media web documentary on Italian town.

VOLUNTEER/TEAM LEADER **Huntington Elementary School — Syracuse, NY** **2005 - 2006**

* Designed program, assembled team, developed curriculum; taught 20 sixth grade students how to create a newspaper

GRADUATE ASSISTANT **S.I. Newhouse School of Public Communications — Syracuse, NY** **2005 - 2006**

* Researched, created plan for a publication for Newhouse faculty; created scholarship systems and facilitated student awards

EDITOR/RECEPTIONIST **Loyola College Technology Services — Baltimore, MD** **2003 - 2005**

* Wrote and edited newsletter; maintained databases, assisted with campus technology issues, coordinated front desk at Help Desk

STAFF WRITER **The Greyhound — Baltimore, MD** **2004 - 2005**

* Produced and edited bi-weekly opinions column for Loyola College's weekly student newspaper