

Annette Burden

Profile

- Founding editor for several highly successful magazines.
- Extensive hands-on experience working with media and clients.
- Familiar with representing products through industry events and visits to client sites.
- Skilled at project management, from concept to development, budget and supervising.
- A self-starter and team player with a passion for design, travel and food.

Experience

FREELANCE WRITER & EDITOR

(September 2007-present)

Currently contributing editor for *Elite Meetings* magazine and Web site, marketing for Cliff Weiss & Assoc. and writing for *Sunset*, *Elite Weddings*, *Hotelier Intl.*, and *Spa* magazines. Edited *Evolution Rx: A Practical Guide to Harnessing Our Innate Capacity for Health and Healing*, published May 2009 by the Penguin Group.

BONNIER CORPORATION, WORLD PUBLICATIONS, ISLANDS MEDIA

Editor in Chief, Resorts & Great Hotels (1996-2007)

Worked with publishing, advertising and Web divisions on strategies for R&GH, "The Connoisseur's Guide to the World's Best," which profiles four- and five-star destinations for international travelers. Produced and managed all content, freelancers, budget and staff.

Editor in Chief, Meeting Traveler (2006-2007)

Launched and produced a domestic magazine for the destination meetings industry.

Editor in Chief, Passports (1997-2005)

Launched and produced a glossy tabloid-size newsletter for R&GH subscribers.

Editor in Chief, Destination Weddings & Honeymoons (2001-2004)

Launched and produced a consumer magazine for the travel-bridal market.

Special Projects Editor (1996-2004)

Contributed to *Islands* and the editorial direction for *Spa*, *Aqua* (PADI Dive Society) and other Islands Media launches and Web sites. Developed custom publications for clients and produced special sections for *Islands* and other company titles.

R & R PUBLISHING

Founding Editor, Resorts & Great Hotels (1987-1996)

Education

University of California, Santa Barbara

Bachelor of Arts, Creative Studies, Emphasis on Writing, 1992

Classes in Graphic Design & Visual Communication, 2007-2008

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Skills

CONTENT CREATION

- Worked in a variety of forms, such as magazines, newsletters, newspapers, Web sites, books, maps, charts, ads, media kits, catalogs and more.
- Dealt with a wide variety of subjects, with an emphasis on luxury hotels and resorts, domestic and international travel, meetings and conventions, spas, golf, scuba diving, nature, history, bridal (family, relationships, profiles, fashion, etc.), social issues and political opinion.
- Strategized with heads of publishing, advertising, production and Web divisions to meet goals. Researched and generated reports on the competition, identifying strengths and weaknesses.
- Planned yearly editorial calendars, complete with themes, topics, writers, word counts and payments.
- Assigned, guided, line edited, copyedited and proofread hundreds of magazine, Web site and newsletters articles, catalogs, books, daily news pages and other materials.
- Followed the Chicago Manual of Style, the Associated Press Stylebook and in-house stylebooks.
- Wrote for magazines, Web sites, newsletters, catalogs, brochures and ads, from bylined articles and editor's letters, tables of contents, captions and indexes to copy for products, media kits and subscription renewal mailings.
- Collaborated with art directors and layout artists on hundreds of projects, from creating the graphic architecture of magazines, newsletters, special sections, media kits and Web sites to specific photo selection and design for print and Web pages, marketing materials and ads. Assembled crews and coordinated photo shoots in-house and on location.
- Additional skills include stylebook creation, research, fact checking, copyfitting, illustration assignment, scanning, image manipulation and PDF creation.

MARKETING

- Devised marketing themes, wrote and directed others in writing catalog, ad, public relations and subscription copy.
- Gave interviews to the media as a topic expert.
- Supported readers and clients through advice columns, e-mail, message boards, phone calls and in-person contact.
- Represented the company and publications through industry events and visits to client sites.

MANAGEMENT

- Recruited, hired, trained, mentored and supervised scores of individuals both on staff and as freelancers.
- Conducted annual reviews.
- Headed project management, from concept formation to publication development, budgeting, staff assignments, freelancer contracting, revisions, approvals and final product delivery.

COMPUTER

- Familiar with various word processing and design programs, including Microsoft Word, QuarkXpress, InDesign, Photoshop, Illustrator and Dreamweaver.
- Comfortable with Excel.
- Well acquainted with various browsers and search engines, including Mozilla Firefox, Safari, LexisNexis and Google.
- At home in both Mac and PC environments.

PERSONAL

- Solid relationships with industry contacts and the ability to quickly form new networks.
- Always eager to take on tasks outside of job focus if needed to complete projects on time and under budget.
- Motivated self-starter with an aptitude for learning new skills quickly.
- Recognized as a loyal and dependable employee who works well as a leader, on teams and independently.