

LINDSAY J. DAMAST

155 E. 34th St., Apt. 8K ■ New York, NY 10016
516-526-0354 ■ Lindsay.Damast@gmail.com ■ www.lindsaydamast.com

- Editorial Experience** **FREELANCE WRITER, EDITOR AND PROGRAMMER, New York, NY** **April 2009 - Present**
Print and digital clients and responsibilities including:
- Writing, editing and programming content for AOL's Food sites - *Slashfood.com* and *KitchenDaily.com* - and acting as their lead social media manager
 - Migrating content and building pages in the new CMS for AOL's Health team, Blogsmith, implementing SEO best practices, manipulating galleries and HTML, and performing extensive QA checks across sites
 - Researching and writing stories for various **Woman's Day Special Interest Publications** in the home design, remodeling, food, health and green living sectors
 - Writing SEO-friendly editorials on fashion brands for designer sales on the shopping community, *ideeli.com*
 - Creating informational literature and marketing materials for the breast cancer organization, **Bright Pink**
- WOMAN'S DAY SPECIAL INTEREST PUBLICATIONS, New York, NY**
- Assistant Editor** **July 2007 - March 2009**
- Worked closely with Editorial Directors on the three core titles—*Kitchens & Baths*, *Ty Pennington At Home* and *Remodeling & Makeovers*—conceptualizing ideas for front of book sections and topics
 - Wrote three features, columns and FOB pieces in each issue, interviewing experts for 'how-to' stories, finding page-anchoring photographs and compiling statistics
 - Generated content for the Specials' web presence on *pointclickhome.com* and *womansday.com*
 - Researched the home market at trade shows, events and showrooms to identify new products and trends
 - Assigned travel pieces to writers and compiled reader mail page, editing both with a strong hand to adapt to *Ty Pennington At Home's* unique voice
- Editorial Assistant** **February 2006 - June 2007**
- Wrote and edited copy and assembled product photographs for FOB pieces in up to 35 special issues a year, covering the shelter, holiday, food, gardening and craft sectors
 - Contributed extensively to the launch of *Ty Pennington At Home*, writing features and several columns
 - Compiled material for the magazines' Resources departments by contacting PR reps, designers and editors
 - Researched and responded to readers' queries
- THE MCGRAW-HILL COMPANIES' AVIATION WEEK GROUP, New York, NY**
- Marketing Coordinator** **August 2005 - January 2006**
- Designed and wrote promotional fact sheets for four Group magazines & products
 - Edited marketing materials and contributed ideas to update media kits and collateral
- HACHETTE FILIPACCHI MEDIA U.S., Inc., New York, NY**
- Administrative Assistant** **June - August 2005**
- Assisted the CEO and top magazine executives in fast-paced, high-pressure temporary assignments
- NEW YORK MAGAZINE, New York, NY**
- Editorial Intern, nymag.com contributor** **May - August 2004**
- Wrote bylined articles on cultural attractions for *nymag.com's* first "NYC Visitors Guide"
 - Conducted extensive background research on feature stories for in house editors
- HARPER'S BAZAAR AUSTRALIA, Sydney, Australia**
- Intern** **August - November 2003**
- Drafted overview letters to advertisers regarding issue themes and product appearances
- PENN REVIEW LITERARY MAGAZINE, Philadelphia, PA**
- Editor-in-Chief; Content Editor** **September 2001 - May 2005**
- Directed communication between creative parties, led critiques and acted as top editor and designer
- GREAT NECK RECORD NEWSPAPER, Great Neck, NY**
- Editorial Intern / Staff Writer** **June - August 2002; October 1998; October 1999**
- Conceived and wrote articles on arts & entertainment, political, community and education issues
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- Education** **UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA** **May 2005**
Bachelor of Arts in Communication and English, with Creative Writing concentration, Cum Laude
- Literature; Fiction & non-fiction writing; Mass media; Journalism & policy
- UNIVERSITY OF NEW SOUTH WALES, Sydney, Australia** **July - December 2003**
- Media culture & behavior; Communication internship seminar
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- Computing & Social Media** Adobe InDesign, InCopy, Photoshop and Dreamweaver; QuarkXPress; Microsoft Office; PeopleSoft; Basic HTML, XML and WCMS, including WordPress, Blogsmith, Tumblr and Blogger; Brightcove; Google Analytics, Ad Planner, Insights and Trends; Facebook, MySpace, Twitter, LinkedIn, Digg, Delicious, Reddit, Stumbleupon, Technorati, Foursquare
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- Interests** • Entertainment Media • Fitness & Health • Food & Nutrition • Lifestyle & Travel