

LEE LANDOR

EXPERIENCE

Freelance Writer 2014 — Present
Long Island Pulse Magazine
- Research and writing (news, profiles and features)
- Profile ideation and interviewing
- Health, fitness, beauty and cuisine

Senior UX Copywriter 2013 — Present
McGraw-Hill Education
- Copy development, direction and execution for multiple projects
- Content curation and development for external and internal documentation
- Support-site management, performance metrics, user research
- Developing brand and product voice, tone and integrity
- Managing continuity and consistency across all platforms
- Collaborative and independent work in an agile environment
- Translate and distill complex data and requirements into user-friendly language

Freelance Writer 2012 — 2013
A&E Television Networks
- Research and writing (biographies, profiles and features)
- Profile ideation and breaking bio-related news

Editor 2010 — 2012
Herald Community Newspapers
- Editorial content development, creative execution and brand integrity
- Newsworthy, sensitive, accurate and versatile writing
- News, features, human-interest, in-depth investigative writing
- Education, government, politics, transportation, crime, the arts and more
- Social media and web presence, interns, freelancers and photographers
- Photo, video and editing; Community liaising

Deputy Press Secretary 2009
Manhattan Borough President Scott Stringer
- Editorial content development and creative execution
- Brand recognition, material distribution and newsworthy subject coverage
- Placement in numerous media outlets, including print, web and television
- Press releases and opinion pieces, social media and web presence
- Press conferences and community interaction

Editor 2008-2009
Queens Chronicle
- Editorial content development, creative execution and brand integrity
- Newsworthy, sensitive, accurate and versatile writing; Community liaising
- News, features, human-interest, in-depth investigative writing
- Education, government, politics, transportation and the arts

Director of Communications 2007-2008
New York City Councilman James Gennaro
- Editorial content development and creative execution
- Brand recognition and newsworthy subject coverage
- Direct mail and event material
- Placement in numerous media outlets, including print, web and television
- Press releases, opinion pieces, speeches, newsletters, social media and web
- Media inquiries, press conferences, community and political events

Reporter 2007
Queens Tribune
- Editorial content development
- Newsworthy, sensitive and accurate writing
- Government, politics, human-interest stories and more

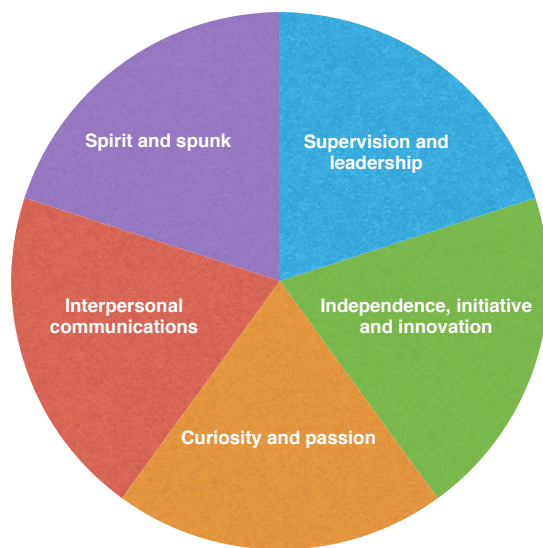
EDUCATION

BA Journalism 2003-2006
SUNY New Paltz
- Editor-in-Chief, *The New Paltz Oracle*
- Intern, *The Jerusalem Post*, Jerusalem, Israel

HONORS

2011
New York Press Association
- First place, best in-depth reporting
- Third place, best coverage of education
Suburban Newspapers of America
- Second place, best feature
- Honorable mention, best-in-depth reporting
2010
New York Press Association
- Third place, best coverage of education

SKILLS



Software

- Adobe Suite
- Google Analytics
- Google Docs
- Keynote
- InDesign
- Microsoft Office
- OmniGraffle
- Photoshop
- Quark
- WordPress

Subject

- Advertising
- Business/finance
- eCommerce
- Education
- Entertainment
- Environment
- Health care
- Nonprofit/volunteer
- Politics/government
- User Experience

