

ANDRÉS CAAMAÑO

Nashua, NH 03063-3023

LinkedIn profile: www.linkedin.com/in/andrescaamano/

Portfolio site: <https://andrescaamano.com>

(603) 682-5701

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EDITOR, CONTENT MANAGER, WRITER

Exceptionally focused award-winning publishing professional poised to deliver high-quality finished communications. Extensive history as a solid manager of reporters and correspondents, with a daily focus toward overseeing all editorial for website, including assigning and editing stories for site. Consistently meets multiple daily deadlines, particularly when facing complex projects involving online content.

CORE QUALIFICATIONS

- ✦ Over ten years of online and print journalism experience
- ✦ Efficient leader and manager of reporters, correspondents
- ✦ Extensive history in assigning, editing, and supervising writers
- ✦ Proficient at developing and executing local editorial coverage
- ✦ Tireless at lifting reporters' storycraft and sharpening skills
- ✦ Skillful at producing content for print, digital and radio
- ✦ Passionate and extensive history toward coaching reporters
- ✦ Bachelor of Arts degree in Journalism from Northeastern

CORE COMPETENCIES

- ✦ Expertise in WordPress, Drupal 7, HTML, ExpressionEngine
- ✦ Proficient in Adobe InDesign and InCopy
- ✦ Brand awareness growth via Facebook, Twitter, LinkedIn
- ✦ Skilled in Microsoft Office, Google G Suite applications
- ✦ Solid knowledge of Adobe Photoshop and Acrobat
- ✦ Extensive knowledge of Associated Press style

PROFESSIONAL EXPERIENCE

Content Producer 2020-present

CHURCH FACILITIES EXPO, *Part-Time*, Framingham, MA

Write and edit website content to help promote inaugural house of worship tech conference scheduled for Dallas, as well as coordinating production of periodic case studies.

Content Marketing Manager 2020-2020

1 BEYOND, Charlestown, MA

Crafted and edited content for segmented email campaigns and for Facebook, Twitter and LinkedIn. Coordinated editorial content to be written, edited and submitted to various industry-specific print and online publications. Updated and edited WordPress website.

Key Accomplishments

- Created marketing communications strategy tied to product updates, conference-related news and website updates.

Content Producer 2017-2019

INFORMA, Westborough, MA

Edited and wrote high-interest, high-impact content for multiple online channels and print products. Managed and oversaw a growing group of freelance writers, coordinating mix of self-written and recruited content, focused toward house of worship technical staff. Worked closely with each contributor, reviewing work and providing content direction. Designed and coordinated email newsletter and social media campaigns via Facebook, Twitter and LinkedIn. Tracked website analytics daily with Adobe Analytics to assess impact of digital content.

Key Accomplishments

- Created and built New Product Awards/Solomon Awards WordPress site each of two years, to recruit nominees and highlight winners.
- Completed Worship Facilities/Worship Tech Director website redesign ahead of schedule, handling design and testing with small team.
- Increased daily website content by 25 percent, to over 300 submissions in 2019 by expanding freelance roster to over 80 writers.
- Improved daily site traffic by 20 percent in one year and increased average time on site, following website redesign.

Site Editor 2015-2017

EH MEDIA, Framingham, MA

Coordinated a variety of self-written and recruited content targeted for online-only publication, offering solutions and information to house of worship tech directors and associated staff. Set and maintained appropriate editorial tone for all digital content.

Key Accomplishments

- Created freelance roster of 25 writers in the first year to generate fresh, targeted website content.
- Bolstered email newsletter frequency by 350 percent, with greatest audience growth achieved via monthly targeted emails.

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Brand Quality Assurance Specialist

2014-2015

GYK ANTLER, *Contractor*, Manchester, NH

Proofread, copy edited and provided copy for all client print materials, websites, along with radio and TV spot scripts for over 40 clients. Communicated with account management and clients to effectively troubleshoot content issues.

Copy Editor/Web Editor

2014-2014

NEW HAMPSHIRE UNION LEADER, Manchester, NH

Assisted editorial desk with copy editing and proofreading of local and wire copy for three daily editions. Handled page design, wrote and edited headlines for front page stories and other sections. Loaded local news and sports content, along with images, through Saxotech CMS system onto newspaper website.

Senior News Editor/Newspapers In Education Director

2009-2014

THE GARDNER NEWS, Gardner, MA

Managed design, layout, copy editing and proofreading for six-day daily news and supplement pages. Directed interns, correspondents and up to six full-time staff reporters relating to story assignments and editing.

Key Accomplishments

- Authored over 600 columns over a nine-year span, covering topics ranging from local news to sports.
- Initiated weekly column, *Evolving Education*, focused on area school district news.
- Directed and completed front page redesign in 2012, crafting multiple templates for use by design staff to vary daily layouts.
- Grew *Newspapers In Education* program from 55 to 85 participating teachers over five years, helping almost 2,000 students weekly.

Assistant Editor/Newspapers In Education Coordinator

2004-2009

Designed and finalized layouts for six-day daily local news, supplement and sports pages. Worked with team of two other editors to direct five staff reporters, providing guidance on story assignments and editing.

Key Accomplishments

- Restarted and managed internship program, training up to four students a semester on writing, photography and page design.
- Increased local opinion content by initiating writing of weekly column, *On Further Review*, centered on local issues.
- Expanded *Newspapers In Education* program from four to 55 teachers over four years, benefitting over 1,100 students each week.
- Grew involvement in paper by area teens, upon reinstating weekly *Voice* page, working with students on articles and photos year-round.
- Extended brand awareness by conceptualizing and hosted a weekly radio show, *The Gardner News Hour*, on WGAW-1340.
- Crafted initiative that earned third-place New England Press Association award in 2006, with each reporter writing an in-depth summer series.

Night Editor

2004-2004

Designed, paginated, edited and proofread local news, specialty and sports pages for six-day daily.

Editor/Designer

2000-2003

TITLE I DISSEMINATION PROJECT, Malden, MA

Wrote feature stories, edited and designed quarterly education 16-page member newsletter, the *Exchange*. Designed, wrote and edited all organization publications, including books, conference materials and pamphlets. Launched complete redesign of organization's website.

Key Accomplishments

- Coordinated complete redesign of organization's website, from planning, testing, to regular site maintenance.
- Created members section on organization's website to include downloadable PDF library of printed materials for schools.

AWARDS

Third place, Sports Columns, Class III (Under 40,000 circ.)

2011

NEW ENGLAND ASSOCIATED PRESS NEWS EXECUTIVES ASSOCIATION, Boston

EDUCATION

Bachelor of Arts in Journalism, Print Media

NORTHEASTERN UNIVERSITY, Boston