

MACK REED

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OVERVIEW

- Nine years in audience-driven web content design, launch, production and management
- Ten+ years in print journalism and photography
- Deadline / live online experience blended with innovation and network plan execution
- Creation and management of strong editorial voice, product design, IA/IX and community

EXPERIENCE

Metroblogging.com

VP of Community Development (consultancy) March, 2006 -

- Overseeing editorial/community management for a global network of urban news blogs
- Guiding 49 city editors on management of voice, site presentation and freelancer retention
- Fostering community and best-practice development among editors in cities as far-flung as Karachi, Tokyo, London and Singapore via IRC chat, AIM, web tools and email.

LAVoice.org

Creator/Publisher, 2003 -

- Managing a scratch-built, public-access newsblog for all of Los Angeles
- Covers news & opinion on L.A.'s politics, art, environment, media & car culture
- Site continuously updated
- 1st Place - "Best Weblog," 2006 L.A. Press Club's 48th So. California Journalism Awards
- Named one of Los Angeles Magazine's "Sites to Bookmark"
- Averaging 20,000 pageviews/day, and linked by more than 270 sources (Technorati.com)

National Science Foundation and USC Information Sciences Institute

Communications Manager, Senior Consultant, 2002 - 2005

DigitalGovernment.org

- Managing Editor: dgOnline, the Monthly Newsletter of Digital Government Research
- Designed, built and edited DigitalGovernment.org, Center for Research on Unexpected Events, DGRC.org and USC/ISI
- Developed complete internal/external communications strategy for NSF's public-policy/IT research program - Digital Government
- Designed, built, and launched online collaborative toolset for a community of more than 200 of the nation's top computer scientists and government data experts

Cox Interactive Media

Content Manager, Senior Producer, News Producer, 1997 - 2001

LAinsider.com • OCnow.com

- Helped conceive, design, build, launch and manage staff for two major regional portals
- Produced innovative Web products including 150-page L.A. County Neighborhoods Guide, Disaster Guide, live SoCal traffic maps and message boards on LAPD and LAUSD
- Managed entertainment coverage & content, from Psychic Kitty to the weekly *Insider 15*
- Grew Orange County audience to 81,000 unique visitors & 404,000 pageviews/month
- Grew Los Angeles County audience to 200,000 uniques & 2.3 million pageviews/month
- Managed content partnerships with KFWB.com for news at LAinsider.com, and with Anaheim Sports, Inc. for production of AngelsBaseball.com and MightyDucks.com

Bayinsider.com • VegasValley.com

- Advised CIM's Bay Area portal staff on news content, site layout and editorial strategy
- Guided content conception, page design and launch of CIM's Las Vegas portal

Los Angeles Times

Staff Writer, Columnist, 1990-1997

- Covered city government, defense contractors and breaking news: Northridge earthquake, Rodney King verdict, California AIDS Ride, and the Burning Man Festival on deadline
- Wrote "Street Smart," a weekly column on SoCal freeway life
- Won the California Bar Assn. Award for an exposé on the shortage of Death Row lawyers
- Won Ventura County Press Club awards for coverage of gang culture and disastrous 9-day wildfires

Philadelphia Inquirer

Reporter, 1987-1990

- Covered criminal courts, city government and general assignment in northern Delaware
- Won the National Mental Health Assn.'s Silver Medal for exposing overcrowding and mistreatment at a major psychiatric hospital

SKILLS

Management

- Managing daily content production and special projects by teams of producers
- Developing and managing online communities with diverse views and needs
- Identifying, recruiting and developing staff and freelancer talent
- Negotiating content partnerships, salaries and provider fees
- Overseeing partnerships and internal interdepartmental agendas
- Adhering to and advancing strategic goals
- Handling, delegating and replying to public comment & criticism
- Setting, upholding and enhancing standards for voice, style and QA

Editorial

- Directing editorial voice, including writing style, HTML, graphic design and photography
- Analyzing market trends and adjusting editorial product to meet audience demands
- Executing raw ideas and predesigned plans, from initial concept through live publishing

Technical

- Fluent in raw HTML coding, CSS, Unix; familiar with MySQL, Java, PHP architecture
- Fluent in Photoshop, InDesign, Fireworks, Premiere, Quicktime, RealPlayer; Microsoft Word, Powerpoint, Excel; Windows '95 to XP, Mac OS7 to OSX; familiar with Flash, Dreamweaver, Poser, Maya
- Familiar with setting up and configuring content management systems (e.g. PostNuke, Mambo) and wikis (e.g. MediaWiki)
- Photography - Digital, 35mm, 6x7cm, Polaroid, stereoscopic, journalism, portraiture, architectural, panoramic, nighttime, color and B&W darkroom and digital printing
- Hourly deadline writing, editing and multimedia production
- Velocipede restoration and endurance testing

EDUCATION

Brown University, B.A. in American Civilization, 1981

Rhode Island School of Design, advanced photography studies, 1980-1981