

Paul Diamond

PO Box 99141

Seattle, WA 98139

858-405-6765

americandiction@gmail.com

Profile

Web content manager, producer, writer and editor with 15 years of experience in online and print publishing.

Skills

Web content management
Content production
Content strategy
Information architecture
Editorial planning

Enterprise communications
Copywriting
Blogging
Podcast production
Search engine optimization

Social media campaigns
HTML
XML
Newsletter production
Whitepapers

Experience

Director of Content (promoted from Web Editor) 10/2007-Present

Vistage International, San Diego, CA

CEO membership organization

- Define content strategy enterprise-wide
- Manage, plan, edit, and post engaging Web content
- Manage team of freelance writers and content submitters
- Write and produce business-advice articles, white papers, podcasts and videos
- Produce seven newsletters for various audiences and stakeholders
- Repurpose content for marketing and publicity needs
- Host and produce podcast series <http://view.vistage.com/media/podcasts/feed.xml>
- Write blog for audience of CEOs <http://features.bizmore.com/blog/ceo-solutions>
- Position company as a thought leader by writing white papers
Example: [12 Trends that Will Define Business in the "New Normal"](#)

Publisher and Owner

1/2006-Present

Casagrande Press, Inc., San Diego, CA

Small publisher of nonfiction, fiction and poetry books

- Edit and produce fiction and non-fiction, general trade books
- Contract and manage team of freelancers
- Produce and maintain five Web sites
- Manage publicity campaigns
- Edited *LA Times* nonfiction best seller, *Surfing's Greatest Misadventures*.

Director of Product Development

9/1996- 9/2001 and 1/2003-7/2007

Highline Data (JDA Division), Washington, D.C.

Business-to-business publisher of insurance and employee benefits data and directories

- Managed team of 30 employees
- Edited and produced complex database directories
- Handled P/L forecasting

- Wrote and edited industry-defining white papers
- Wrote product manuals and documented processes
- Led programmers and designers to implement web versions of data products

Teaching Associate

2002

Tulane University, Freeman School of Business, New Orleans

- Taught management communications to undergraduate and MBA students

Teaching Associate

1994-1996

Ohio University, Athens, OH

- Taught freshmen and junior composition and technical writing.

Managing Editor

12/1993-9/1994

R&R News, Ventura, CA

- Wrote feature articles, developed content for reprographics industry magazine

Education

M.A., English (Writing), Ohio University, Athens, OH, 1995

B.A., English, University of Pittsburgh, Pittsburgh, PA, 1992

Software Experience

MS Word, Excel, Outlook, Access, Sharepoint, Basecamp, Google Analytics, Eloqua, Constant Contact, Vertical Response, Salesforce, Sitecore CMS, Jive/Clearspace, Drupal, WordPress, DreamWeaver, Photoshop

Work Samples

<http://www.casagrandepress.com/paul-diamond-content-samples.html>