

Christine Cignoli

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EDUCATION

Emerson College, Boston, MA

M.A. in Publishing and Writing, May 2006

University of Vermont, Burlington, VT

B.A. in English, minor in Spanish, May 2000

PROFESSIONAL EXPERIENCE

Freelance writer (April 2009 – present)

- Researching and writing reported stories for technology publications, including SearchCIO.com, SearchDataBackup.com, SearchDisasterRecovery.com, SearchSAP.com, SearchManufacturingERP.com and *FedTech* magazine
- Editing academic and scientific works for Editing Boston
- Updating information security books and writing press releases for Logical Security

TechTarget (Needham, MA, July 2006 – April 2009)

Contributing Editor, Trends section, *Storage* magazine (October 2007 – April 2009)

- Ran the front-of-the-book section of *Storage* magazine, conducting monthly meetings, assigning and editing stories, developing new contributors and producing content
- Wrote at least one story per month on storage technologies, working to find and develop user sources, as well as keep up to date on storage technologies and vendors
- Created new sidebars and graphic elements in the section, which ranked high in reader surveys
- Reviewed final proofs of entire magazine content each month for errors
- Selected, developed and edited ezine content
- Worked with art director on illustration ideas and overall art for the section
- Recorded videocasts and managed breakout rooms at user conference
- Edited and contributed online content for SearchStorage.com and SearchStorage.co.uk

Associate Editor, SearchCRM.com (July 2007 – October 2007)

- Managed the site's 14-member industry expert panel
- Managed all aspects of podcast production
- Increased newsletter readership and click-through rates with newsletter writing and production
- Increased search engine traffic through SEO efforts, and kept up to date on new SEO developments and best practice techniques
- Wrote articles on CRM industry case studies and trends
- Continually brainstormed and executed new product ideas
- Contributed to the site's yearly editorial calendar

Assistant Editor, SearchCRM.com (July 2006 – July 2007)

- Created new product ideas, several of which garnered record-high monthly page views
- Increased overall site traffic with original articles, quizzes, guides, and other learning resources on CRM and call center technology trends
- Traveled to cover industry events and regularly researched industry news and trends
- Grew readership of the site's book excerpt library
- Researched SEO keywords for all editorial content on SearchCRM.com, using research tools and page view tracking to determine appropriate keywords for site and incorporate in headlines and throughout content
- Performed research on competition, created corresponding reports and presentation
- Produced monthly reports on site's page view numbers along with analysis of best performers and SEO efforts

Community Newspaper Company (Needham, MA, January 2006 – August 2006)

Editorial Assistant

- Proofread and copyedited content for 10-15 Boston-area community newspapers
- Researched, wrote and assembled weekly calendar listings for five newspapers

Body + Soul magazine (Watertown, MA, June 2005 – August 2005)

Editorial Intern

The MIT Press (Cambridge, MA, January 2005 – April 2005)

Editorial Intern

Redivider literary magazine (Boston, MA, September 2004 – May 2006)

Proofreader

Emerson College Office of Graduate Studies (Boston, MA, September 2004 – May 2006)

Tour Guide and Admissions Assistant

Blue Mountain Arts (Boulder, CO, October 2003 – August 2004)

Tradeshow Coordinator/Sales Assistant

Media Marketing, Inc. (Boulder, CO, January 2002 – October 2003)

Data Integration Specialist

The Daily Camera (Boulder, CO, October 2000 – December 2001)

Classified Advertising Designer

SKILLS

- Magazine editorial business plan development
- Proficient in Quark XPress, Adobe Photoshop, Adobe Audition, Microsoft Publisher
- Expert in Microsoft Office applications and Internet browsing and research applications
- HTML coding
- Chicago and AP Style