

Patti Verbanas

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S U M M A R Y

Detail- and deadline-oriented writer and editor with an M.A. in English who takes a brand-building, cost-saving approach to managing communications projects. Experienced producer of high-quality, solidly vetted copy with small staffs and tight budgets. Expertise in communications, marketing, public relations, and events. Key strengths include a solid work ethic, strong networking capabilities, and an alliance-building approach to creating company loyalty.

E X P E R I E N C E

Executive Editor and Marketing Manager

2008–Present

New Jersey Life Health + Beauty (formerly *New Jersey Life*) magazine
Olsten Publishing, Lambertville, NJ (www.njlhb.com)

- **Executive Editor** Recruited to relaunch/rebrand the 40,000-circulation magazine *New Jersey Life* as *New Jersey Life Health + Beauty*, a regional magazine with a health focus. Editorial duties include, but are not limited to: Overseeing all budgets and content, from conception/assigning to internal/external editing, medical peer reviews, and final production. Supervising all editorial staff members and a national team of freelancers and designers. Recruiting and maintaining a Medical Advisory Board to peer-review articles. Forging alliances with major hospitals and national associations through brand-building campaigns such as “Doctors Who Make a Difference” and fundraising events. Creating dynamic multi-media packages uniting the print publication with its website, social media sites (Facebook), and newsfeeds (Twitter, e-newsletter), including original video production, polls, and exclusive content. Upon hire, performed a comprehensive budget analysis and implemented efficient workflow systems that resulted in 58% monthly savings in expenditures in two months after hire. Reduced budget by 70% after one year in position by implementing new procedures that did not compromise quality or tax staff. Restructured my own position to allow the company to reduce staff through attrition, resulting in an annual savings of \$90,000+.
- **Marketing Manager** Conceptualize and write all sales, marketing, and public relations materials; cultivate relationships with newspapers, PR agencies, and television and radio stations; serve as a spokesperson on national and regional TV; organize events with local and national businesses.

Executive Editor

1998–2008

Art & Antiques magazine, CurtCo, Atlanta, Malibu, New York (www.artandantiquesmag.com)

Recruited to restructure the 210,000-circulation monthly title to attract a younger readership and add a lifestyle component; integral in refocusing content and initiating a redesign in 2005, then relaunching brand in 2007. This position also served in the Managing Editor capacity. Responsibilities included, but were not limited to: producing and editing all department and feature articles from assignment stage to final galleys for the magazine and its custom publishing component; directing the jurying process for all articles; managing editorial staff and budgets; determining content for 12 issues a year, plus quarterly and annual spin-off publications; writing monthly articles; representing the magazine at events in the U.S. and abroad. On a limited budget, recruited notable writers and critics such as Gay Talese, Peter Selz, and Sister Wendy Beckett; served as veteran *NYT* art critic Hilton Kramer’s monthly editor. Home office was in Malibu, Calif.; was solely responsible for coordinating daily communications with the home office, satellite offices in NYC, Sarasota, and Atlanta, and with an international team of consultants.

Managing Editor

1996–1998

World Wastes, Penton, Atlanta (www.wasteage.com)

Oversaw all content from conception/assignment to editing and final production stages of monthly 40,000-circulation trade magazine and its website. Responsibilities included: writing features, editorials and annual 20-page/40,000-word magazine supplements; editing/rewriting all articles from technical professionals; managing budgets; conceptualizing art and hiring freelance writers and artists; managing junior editors and art staff; acting as liaison with printer; representing magazine at trade shows; generating sales leads; creating issue impositions.

Managing Editor

1995–1996

Corporate Cashflow, Intertec Publishing (now Penton), Atlanta

Reported on the insurance and risk management industries for this business-to-business magazine for corporate treasury executives, wrote monthly columns, directed peer reviews of all articles prior to press. Same management responsibilities as described in *World Wastes*' description.

Corporate Communications Director and F.B.I. Skiptracer

1993–1995

Tele-Track Inc., Norcross, GA

Corporate Communications Launched and then managed monthly nationwide newsletter for this skiptracing firm. *Federal Bureau of Investigations Skiptracer* Managed the corporate FBI account. Researched leads on Federal Most Wanted Persons to provide FBI with fugitives' addresses, aliases and other pertinent information to facilitate immediate capture. During tenure, restructured procedures, which resulted in an increased find rate of fugitives from 60% to 77%.

E D U C A T I O N

Georgia State University, Atlanta, M.A., English

University of Delaware, Newark, DE, B.A., English and Journalism. Theatre study abroad in London.

University of Alabama, Tuscaloosa, AL, specialized study, Journalism

A F F I L I A T I O N S

Editorial Chairperson, Board of Directors, Magazine Association of the Southeast (2005–2008)

Organized and managed editorial speaker schedule for annual conferences and monthly luncheons; developed and directed MAGS's scholarship program; edited membership directory; recruited new publication members, including being solely responsible for integrating a new Birmingham, Ala., chapter into the Association as MAGS's first satellite city chapter.

A P P E A R A N C E S & L E C T U R E S

Television: "Jerseylicious" series, Style Network; "Bringing the Outdoors In," New Jersey News 12 (2010)

Editorial Speaker, Travel Classics Europe Conferences: Belfast, Northern Ireland (2009); Como, Italy (2008); Galway, Ireland (2007); Kenmare, Ireland (2005)

Editorial Speaker, Travel Classics West Conferences: Scottsdale, Ariz. (2004, 2005, 2007, 2010)

Emory University Lecturer, Atlanta. Topic: "Writing for Magazines" (March 2004 and November 2004)

Opening Night Gala Keynote Speaker, ATL[04] Atlanta Arts Festival (January 2004)

E D I T O R I A L & A R T J U D G I N G

Travel Classics Annual Writing Competition (2004–present)

Magazine Association of the Southeast GAMMA judge (2009, 2010)

Folio: Eddie Awards judge (2007)

Florence International Biennale of Art, Selection Committee/Nominating Juror (2005)

Carmel Art Festival, Carmel, Calif. Sole judge, plein-air competition, "Emerging Artist" category (2005)

Salon d'Arts, Denver. Sole judge (2004, 2005)

B O O K S , C O N S U L T I N G & F R E E L A N C E

Editor-in-Chief and Creative Consultant for 2006 launch, *Recognition with Style* magazine, Atlanta (2010–present)

Editor/Ghostwriter, *Playing It Their Way: An Innovative Approach to Teaching Music to Individuals with Special Needs* by Karen Z. Kowalski (Mousebox Books, 2007)

Editor, *Southern Draft Brew News*, Canton, GA (1996–97)

Freelance Writer, *The Courier-News*, Bridgewater, NJ (1990–92); *Home News-Tribune*, New Brunswick, NJ (1988–89)