

Patrick F. O'Donnell

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PROFILE

Experienced, award-winning publishing professional Detail-oriented and meticulous, with more than 20 years of proven history editing, writing, developing, and managing a diverse range of content for print and Web-based platforms in fast-paced, high-volume environments.

Additional Core Competencies:

- Yext Partner certified
 - Social media expert
 - WordPress adept
 - Time management
 - Hootsuite certified
 - SEO savvy
 - Problem analysis and resolution
 - Relationship building
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PROFESSIONAL EXPERIENCE

Hollister Creative Bryn Mawr, PA
Content Specialist

February 2017-present

Create content for client blogs, websites, whitepapers and more, ensuring that the client's brand voice is maintained. Manage client social media accounts on LinkedIn, Facebook, Twitter and Instagram. Write articles for Hollister Creative's monthly newsletter. Perform search engine optimization on client websites and advise clients on SEO, brand voice and maintaining thought leadership. Serve as project manager on multiple accounts.

The Morning Call/tronc Inc, Allentown, PA
Writer/marketing associate

2014-2017

Write features, branded content, advertorials for two award-winning bi-monthly magazines, *Inspire Health* and *Indulge*, as well as a regular *Indulge* column, "Man Cave." Write, edit and choose content for the newspaper's *Cars* section; write press releases, marketing content, direct mail content; coordinate cover design, bi-weekly photo shoots and provide content for *Go Guide Street*, a weekly entertainment publication. Manage team of freelancers; develop story ideas; brainstorm products that increase the company's revenue stream.

Significant Accomplishments

- ✓ In less than six months on the job, won two Pennsylvania NewsMedia Association Awards and one Interstate Advertising Managers' Award.

- ✓ Pitched, coordinated and wrote headline for a Feb 8, 2015 Go Street cover that won an Addy Award from the American Advertising Federation.
- ✓ Cover story on senior citizen fitness for January 2016 issue of Prime won IAMA award.

O'Donnell Media Services, Boyertown, PA
principal

2008 - 2014

Copy editing, proofreading, writing. Clients include:

- Super Copy Editors (supercopyeditors.com)
- Rodale Inc. (rodaleinc.com)

- Global English Editing (geediting.com)
- The Lehigh County Authority (lehighcountyauthority.org)
- The Yodi Group (yodigroup.com)
- The Morning Call (mcall.com)
- East Penn Energy Solutions (epenergysolutions.com)

Significant Accomplishments

- ✓ Increased traffic to Lehigh County Authority's blog and corresponding Facebook page by 50 percent.

Rodale Inc., Emmaus, PA
assistant managing editor

2008

Managed staff of copy editors, fact checkers, photographers, and layout artists for Walmart World, a monthly, 1.5-million circulation employee magazine.

- Tracked production schedules
- Copy editing
- Updated in-house stylebook
- Scheduled interviews, coordinated freelancers, brainstormed story ideas

Significant Accomplishments

- ✓ Brought Walmart World back onto deadline schedule within two months of being hired. Prior to that, the magazine hadn't made deadline in more than three years.

The Morning Call, Allentown, PA
copy editor

2004 - 2008

Responsible for editing and designing content for 100,000-plus circulation daily newspaper

- Edited local, business, sports, features and news service copy
- Edited Sunday A1 centerpiece and inside packages
- Designed pages for local, international, sports and business sections
- Editor for Bethlehem and Easton editions; coordinated content with news, photo and graphic departments nightly. Never missed deadline.
- Substitute copy desk chief for national/international section
- Substitute edition editor for business section

Significant Accomplishments

- ✓ Awarded Morning Call headline writing award in 2008
- ✓ Led 2004 Bethlehem edition initiative that increased circulation by almost 20 percent.

The Pittsburgh Tribune Review, Pittsburgh, PA
copy editor

1998 - 2003

Responsible for editing, designing content for 200,000-plus circulation daily newspaper

- Edited and proofread Sunday A1 centerpiece and inside packages
- Edited local, business, features, editorial and news service copy
- Edition editor for Monday A1 and inside wire pages
- Designed pages for local, international, and business sections
- Editor for North Hills and City editions; coordinated with news, photo and graphic departments nightly
- Substitute wire editor for national/international section
- Substitute copy desk chief for local and news desks
- Production editor; coordinated print schedules for multiple editions with prepress

Significant Accomplishments

- ✓ Greatly improved communication between prepress and newsroom, resulting in fewer missed deadlines.
- ✓ Helped design several award-winning A1 pages, including editions following Sept. 11 attacks, Columbia shuttle disaster.
 - ✓ Named interim news desk editor.

The Express-Times, Easton, PA
copy editor, assistant news editor

1992 - 1998

Responsible for editing and designing content for 100,000-plus circulation daily newspaper

- Edited local, business, features, editorial and news service copy
- Edited and proofread Sunday A1 centerpiece and inside packages
- Designed pages for local, international, editorial and business sections
- Supervised 12-person copy desk, newsroom night desk
- Substitute copy desk chief for local, news desks.

Significant Accomplishments

- ✓ Named assistant news editor in 1997.
- ✓ Helped coordinate initiative that led to The Express-Times being one of the first newspapers in Pennsylvania to have an online presence.

EDUCATION

Bachelor of Arts, English, East Stroudsburg University — 1991
East Stroudsburg, PA