

AMY MOELLER

Annapolis, Maryland

amy.e.moeller@gmail.com amymoeller.com

Managing Editor, *What's Up? Weddings*, Annapolis, Md., Dec. 2012–Present

Develop content, manage freelancers, and oversee production for biannual wedding publication

Social Editor, *What's Up? Media*, Annapolis, Md., July 2012–Present

In addition to Associate Editor responsibilities, manage "Towne Social"

- Attend and schedule photography for local and regional philanthropic social events

Associate Editor, *What's Up? Media*, Annapolis, Md., Dec. 2011–July 2012

- Manage front of the book section on events, local theater, museums and galleries for three monthly luxury lifestyle city/regional magazines
- Manage quarterly fashion shoots
 - Hire models, photographer, and hair/makeup, scout/book venues, and acquire fashion samples and props
 - Set up and direct shoot.
 - Select photos for 8-12 page feature; write captions and copy

Copy/Layout Editor, *The Gazette, Post Newsweek Media*, Gaithersburg, Md., April–Dec. 2011

- Assigned and edited stories and photos for, and responsible for layout of, *Homes* section of 12 weekly community newspapers, managing a team of freelance writers

Assistant Editor, *Taste of the Bay Magazine*, Annapolis, Md., Feb.–Dec. 2011

Pitched and edited all editorial content, developed story angles and sidebars, and managed social media

Sports Reporter, *The Severna Park and Pasadena Voices*, Feb. 2010–March 2011

- Covered 32-36 high school and community sporting events for two monthly papers with stories and photos
- Assisted in layout of both papers in InDesign

Client Relations Manager, Neely Financial Services, Annapolis, Md., Aug. 2009–April 2011

Editorial Assistant/Content Manager, *Digital Sports Inc.*, Columbia, Md., Aug 2008–June 2009

- Covered high school and community sporting events including writing, photography and video
- Collected game info for recaps; maintained website with scores, rosters, statistics, stories, photos, and video

Public Relations Intern, AkinsCrisp Public Strategies, Knoxville, Tenn., Oct. 2007–May 2008

Prepared media kits, media lists, press releases, and weekly ghost-written newspaper

Freelance Sports Writer, Scripps, *Shopper News*, Knoxville, Tenn., July–Dec. 2007

Covered high school football: preview and post-game. Circulation: 40,000

Special Events/Marketing Intern, Delmarva Shorebirds, Baltimore Orioles Affiliate, Salisbury, Md., May–August 2007

Coordinated and marketed themed nights, and pre-game, post-game, and on-field entertainment.

Other Skills

- Proficient in Adobe Suite including: InDesign, Photoshop, Illustrator, AfterEffects
- Proficient in Quark
- AP Style, Chicago Style
- Proficient in Saxotech and 5pm
- Basic knowledge of HTML, Joomla

Freelance Work

- *Bay Weekly*, Annapolis, Md.
Circulation: 40,000
- *Arizona Weddings*, Scottsdale, Az.
Circulation: 34,000
- *ShoreWoman* Salisbury, Md.

1 Education

2 M.A. Publication Design, University of Baltimore

B.S. Communication, Journalism and Electronic Media, University of Tennessee.

Related Experience

- Board Member, Hospice Cup, Inc.
Annapolis, Md. Jan. 2012-Present
- Technology Director, Panhellenic Council,
Knoxville, Tenn., Dec. 2006–Jan. 2008
- Clay Shoot Chair, Delta Zeta,
Knoxville, Tenn., Dec. 2006–Nov. 2007
- Public Relations Chair, Delta Zeta,
Knoxville, Tenn., Jan.–Dec. 2006