

JENN RUBIN
website: www.jennrubin.com

**Multimedia content producer and reporter skilled at Web design, social networking,
video editing, and e-commerce business development**

PROFESSIONAL EXPERIENCE

PYMNTS.COM – the top news site covering payments innovation Boston, MA
Consultant 2012 - Present
Managing Editor & Site Producer 2011 - 2012
Content Coordinator 2010 - 2011

- Assist with managing content production and marketing strategy for PYMNTS.com, a joint venture between Market Platform Dynamics and Business Wire, a Berkshire Hathaway company
- While Site Producer, supervised editorial calendar and conducted interviews with executives from organizations, including the NHL, Google, Microsoft, MasterCard, Zappos, and other major companies
- Researched, wrote, designed, and edited all content and graphics for the daily e-newsletter
- Promoted site content through LinkedIn, Twitter, Facebook, and other social media channels
- Increased page views 77%, new site visits 57%, and doubled sales for the site's e-commerce venture, the PYMNTS.com Report Store

WHDH-TV – Boston's NBC affiliate Boston, MA
Cyber Journalist 2006 - 2007; 2009 - 2010

- Wrote, edited, and packaged breaking news stories and other content for the station's site, WHDH.com, and its corresponding social networking pages
- Prepared daily reports for news producers on site statistics using Google Analytics
- Fostered collaboration between online and broadcast news departments
- Supervised and trained part-time cyber journalists and interns
- Encoded, uploaded, and formatted video from broadcasts using WorldNow and Avid

COURTLAND BROOKS – social networking consultancy Los Angeles, CA
PR Manager 2009 - 2010

- Wrote posts for Social Networking Watch (SNW) and Online Personals Watch (OPW) – top resources for business news about social networking and Internet dating, respectively
- Developed press releases for clients, including Plentyoffish, one of the country's most trafficked online dating sites
- Interviewed social networking and Internet dating executives for both SNW and OPW

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- Helped plan, recruit speakers, manage websites, and organize press coverage for the Social Networking Conference and the Internet Dating Conference (the largest business convention and trade show for the online personals and matchmaking industries)

CITYSEARCH.COM

Los Angeles, CA and Boston, MA

Freelance Correspondent and Editorial Content Intern

2008 - 2009

- Wrote restaurant, hotel, and event previews
- Maintained the company's dining and nightlife databases

CBS 2/KCAL 9 LOS ANGELES

Studio City, CA

Freelance Online News Producer

2007

- Reported on local events and covered breaking news for CBS2.com and KCAL9.com
- Posted video online and created photo galleries to accompany Web articles

BOSTON.COM – the website for the Boston Globe

Boston, MA

Content Intern for Arts & Entertainment, Travel, and Your Life sections

2004 - 2006

- Covered entertainment and political functions around the Boston area
- Created content packages, including “The Boston Gym Guide” and “Trips on a Tank (of Gas)”

VOLUNTEERING

The Red Sox Foundation and Boston Bruins Foundation, Boston, MA

2011- 2012

- Helped fundraise during baseball games at Fenway Park and hockey games at TD Garden

EDUCATION

MASTER OF ARTS – ONLINE JOURNALISM

Los Angeles, CA

University of Southern California Annenberg School for Communication & Journalism

May 2009

BACHELOR OF ARTS – ART HISTORY

Waltham, MA

Brandeis University

May 2006

Graduated Magna Cum Laude

TECHNICAL SKILLS

SOFTWARE: Microsoft Office and Adobe applications, iNews, FileMaker, Constant Contact, and HomeSite

VIDEO EDITING TOOLS: Avid and Final Cut Pro

OTHER: HTML, JavaScript, Flash, SEO, working within content management systems, and using a tape library
