

Bill Partsch

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I am a multi-talented, reader-focused communications professional.

As a veteran writer, editor, reporter, copy editor and proofreader, I am really good at:

- Enabling enterprises to grow both vertically and horizontally;
- Revitalizing stale content; producing useful, easy-to-understand copy;
- Writing in a range of styles, from technical to conversational to whimsical;
- Rapidly developing expertise in unfamiliar subject areas; quickly learning new technologies;
- Ensuring accuracy, along with consistent grammar and style, and turning jargon into clear text;
- Improving story presentations with attention-grabbing heads, decks, sidebars and captions;
- Constantly growing professionally—applying expertise to web, books, marketing and more.

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Kitchen & Bath Business magazine (Gralla, Miller Freeman, VNU), 1988-2003

Senior Editor (Print)

- Spearheaded new magazine departments, an original-content website and a book division;
- Cut through technical jargon to give readers clear information;
- Edited manuscripts; became staff style and grammar guru;
- Transformed news section giving it more impact and accuracy;
- Collected and analyzed data to produce valuable industry report;
- Learned industry quickly enough to become columnist three months after joining staff;
- Assigned stories and mentored junior editors in reporting and writing news and features.

Editor and content producer (Web)

- Leveraged expertise from trade magazine to create a consumer/trade hybrid website;
- Extended print magazine brand, adding value for subscribers and advertisers;
- Earned reader and media praise for helpful, high-energy service journalism;
- Developed interface and site architecture; assigned articles; recruited and managed freelancers;
- Produced and maintained content, graphic design and HTML code;
- Analyzed and tracked traffic; deployed SEO practices; worked with publisher to promote site.

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Woman's Day Special Interest Publications (Hachette Filipacchi Media), 2004-2009

Associate Editor/Copy Editor

- Facilitated expansion of *Woman's Day Kitchens & Baths* from six to seven issues annually;
- Improved and energized copy; crafted relevant and clever heads, decks, sidebars and captions;
- At supervisors' request, instructed fellow editors on how to extract compelling stories from manuscripts;
- Wrote for all sections (even ghost-wrote editor's letter); hired freelancers; assigned and edited manuscripts;
- Collaborated with editors and designers to maximize impact of creative packaging.

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Freelance Editor, 2002-present

Copy Writer (C&A Marketing: SkyMall catalog re-launch)

- Established short, snappy style for product write-ups; researched to ensure accuracy.

Copy Editor (Pearson educational publishing)

- Helped set up catalog template for textbooks and complementary online offerings;
- Edited and proofread copy and re-wrote heads to establish consistent style and enhance readability.

Copy Writer (Benjamin Moore & Co.)

- Assisted with major overhaul of web content for specialty coatings division;
- Upgraded and refreshed product copy geared to both consumer and professional audiences.

Contributing Writer (Parade)

- Wrote well-received service articles on home design trends, techniques, products and DIY tips.

Book Editor (Filipacchi Publishing)

- Aggregated magazine content into books, crafting a consistent, lively tone from diverse styles.

Managing Editor/Copy Editor (Show Circuit) (quarterly equestrian publication)

- Trafficked copy and vigilantly satisfied publisher's rigorous demands for editorial style;
- Improved timeliness and accuracy, often re-interviewing and re-researching.

Additional Freelance

Cornerstone Realty Group (content re-writing), **National Kitchen & Bath Association** (book editing),
Decorating/Remodeling magazine (reporting/writing), **The Home Depot Magazine** (reporting/writing/editing),
Trouser Press (writing), **Instructor magazine** (reporting/writing), **the Columbia Missourian** (reporting/writing).

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Bachelors in Journalism, with Honors, University of Missouri (1987)