

LLANOR ALLEYNE

Brooklyn, New York

QUALIFICATIONS SUMMARY

Results-driven, creative professional with proven success in developing, managing, and executing a wide range of editorial processes. Broad-based background encompasses a strong work ethic and a commitment to organizational objectives.

EMPLOYMENT

January 2010 to Present

Contributing Editor, *Residential Systems & Systems Contractor News*, New York, NY

- Write several monthly articles for standalone inserts in both publications
- Interview industry manufacturers and integration specialists on targeted topics relevant to each magazines' readership
- Generate ideas in collaboration with the editors for additional content to round out each supplement, including product reviews, dealer profiles, and manufacturer showcases

October 2005 to 2009

Editor, *Residential Systems International*, New York, NY

- Conceived and implemented the magazine's editorial structure and focus
- Supervised a small group of freelance contributing writers and editors
- Led creative brainstorming editorial meetings
- Collaborated with Group VP and Publisher to develop strategies to increase print and online presence in the marketplace
- Collaborated with the Web team to enhance the magazine's online presentation
- Secured more than \$50,000 in advertising revenue within six months by building and maintaining strong relationships with industry manufacturers and associations
- Represented the title at international trade shows
- Commissioned industry executives to contribute first-person articles

Managing Editor, *Residential Systems*, New York, NY

- Secured approximately \$500,000 in revenue per year by building and maintaining strong relationships with advertising partners
- Represented the title extensively at trade events in Japan, Europe and the U.S.
- Managed a small team of freelance writers to ensure all editorial deadlines were met
- Led the production process from initial edits to blue lines using Quark and Acrobat Pro
- Wrote more than 30 feature and cover stories focusing on industry trends and developments, executives, events, and new products
- Collaborated closely with the Web team to refine and streamline delivery of content using the Ektron content management system

Freelance Commissions (2001 - Present)

- Author & Editor, Random House, Inc.
- Editor & Reporter, Metro Newspapers
- Reporter, *Time Out New York*
- News & Features Writer, *Installation Europe*
- Script Reader, HBO Entertainment
- Script Reader, Showtime

EDUCATION

- **City University of New York, City College**
B.A., Creative Writing, 2008

REFERENCES

- Furnished upon request