

Toni McQuilken

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EDITORIAL PROFESSIONAL WITH TEAM LEADERSHIP SKILLS AND OVER 10 YEARS EXPERIENCE IN

WRITING, EDITING AND MANAGING PRINT AND DIGITAL CONTENT

SHAPING COPY THAT IMMERSSES READERS WHILE PRESERVING THE AUTHOR'S VOICE

A BROAD TOPICAL ARRAY, FROM TECHNOLOGY TO BUSINESS

[FOR PROFESSIONAL ENDORSEMENTS PLEASE CLICK HERE](#)

[FOR WRITING PORTFOLIO PLEASE CLICK HERE](#)

PROFESSIONAL EXPERIENCE

Professional Writer & Editor (Valrico, FL) | *Owner* | 2014–Present

- Self-employed professional writer and editor
- Services include: Feature writing, blog posts, news posts, social media management, press releases, marketing copy, copy editing, proofreading and project management.

MGIG Business Media (Tarpon Springs, FL) | *Managing Editor, AE Magazine and P&A Magazine* | 2012–2014

- Ran all editorial operations for two monthly online magazines for the automotive F&I industry.
- Managed all contributors and freelancers for both publications, as well as special print editions
- Wrote feature stories (up to nine articles per month), as well as news and department items for both publications.
- Performed all first round edits on incoming stories, and gave final approvals to publish articles.
- Worked with the team to design the editorial calendar, and execute story plans.
- Selected all art for all stories, both online and in print.
- Managed the emerging social media presence for both magazines.
- Represented both magazines at all regional and national industry events.

Freelance Writer and Editor | 2007–Present

- Write extensively on a wide array of topics, with a concentration on technology
- Execute a diverse range of editorial projects, from marketing collateral to company profiles
- Select assignments include:
 - Produce a regular 4-page Production section for **E&P Magazine**, including a bylined article, edited news items and all associated artwork.
 - Write ongoing reviews of Android apps and hardware for **AndroidTapp.com**, a leading technology website
 - Shaped marketing collateral, from concept to execution and including layouts in InDesign, for a healthcare client at **Emerging Media PR**
 - Wrote profiles for a hospitality client at **Plan A PR**; interviewed executives and designers and crafted a design profile of a new hotel
 - Crafted hundreds of short feature profiles and spearheaded a department for **NYIT's** alumni magazine

ICD Publications (East Setauket, NY) | *Managing Editor, Hotel Business* | 2010–2011

- Managed all incoming copy and performed primary edits on all content as the second-in-command at this leading bi-weekly trade publication for the hospitality industry
- Wrote up to three bylined features and cover stories of 1,500 words for each issue of *Hotel Business* and its sister publication, *Hotel Business Design*
- Acted as Technology Editor, covering all tech-related stories that ran in the magazine, website and daily newsletter; reinvigorating technology coverage during my tenure, leading to expanded opportunities with advertisers
- Rotated as the Lead Editor on a daily email newsletter, supervising article and art selection targeted to 10,000 readers
- Represented the publication at 10 national industry events, and produced write-ups on each for publication
- Curated images for covers and to accompany stories

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Cygnus Business Media (Melville, NY) | *Editor, Printing News* | 2005–2010

- Ran all editorial operations for this leading weekly trade publication for the print and graphics industry
- Managed all assignments, a \$75K annual budget, and a team of 15 staff and freelance writers and editors
- Planned editorial calendar and shaped editorial direction and coverage plan for every issue; selected all cover images
- Performed first-round edits and final approvals on all content
- Wrote up to three features and cover stories of 1,000 words per month
- Represented the magazine at all regional and national industry events, up to 40 per year
- Drove the magazine's social media presence and advised the company on creating a social media policy; built the highest Twitter following of any publication in the company, and ran several active LinkedIn groups
- Managed and wrote a weekly email newsletter.

TONE Photo/TONE Audio (Seattle, WA) | *Founding Editor* | 2005–2009

- Co-launched two PDF newsletters targeting the professional photography and audio markets, respectively
- Created an editorial framework for two then-newly launched publications whose readership continues to grow
- Curated story ideas, wrote articles, edited copy and shaped editorial direction for both publications

Doyle Group (Ponte Vedra Beach, FL) | 2001–2005

Associate Editor, Digital Output and Digital Queue | 2001–2005

- Performed secondary edits on all copy for a graphic arts industry monthly magazine and weekly newsletter
- Wrote two feature articles per magazine issue, including cover stories, and all content for the weekly online newsletter
- Designed and oversaw the development of a comprehensive buyers' guide database
- Contributed significantly (as part of only a three-person team) to the editorial growth of the publication, leading to its enhanced valuation and ultimate sale (at a premium) in 2005

Associate Editor, Chiropractic Economics | 2002–2005

- Promoted to take on similar editorial responsibilities as held for Digital Output for the leading monthly trade magazine targeting chiropractors

EDUCATION

University of Phoenix (Online Campus) | *Masters in Business Administration* | 2005

Flagler College (St. Augustine, FL) | *BA in Communications* | 2000

TECHNICAL SKILLS

Mac and PC proficient; Microsoft Office; Adobe Creative Suite 5 (Photoshop, Dreamweaver, Illustrator and InDesign); Acrobat; QuarkXPress; HTML 4; WordPress; Blogger; highly proficient in Android OS; proficient in database management platforms; skilled digital photographer; knowledgeable in AP, Chicago and APA styles