

Brad Berens

Please contact me via www.bradberens.com.

Business Experience

ad:tech Expositions & iMedia Communications, Inc. (part of dmg world media)

Chief Content Officer & Editor at Large, NA

Sept 07 – present

- Head of all content in North America for two events companies focused on hi-tech, interactive media and marketing, both ad:tech's huge conference in the midst of its industry-leading trade show and iMedia's intimate Summit events for high-level industry execs
- Also an editor at large and consultant for iMedia's flagship daily iMedia Connection newsletter
- I create and serve as the voice of the companies

iMedia Communications, Inc. (part of dmg world media)

Editor in Chief & Chief Content Officer

Sept 04 – Sept 07

- Head of all content for this daily online trade journal and events company focused on hi-tech, interactive media and marketing, including the flagship daily iMediaConnection.com newsletter (circulation approximately 55,000), Entertainment Spot and Driving Interactive weeklies as well as the company's premiere Summit events for high-level industry execs
- I create and serve as the voice of the company
- I am also a voice in the interactive industry-- speaking regularly at iMedia's Summits, events co-produced with Daily Variety as well as other speaking engagements including invited talks at Anheuser-Busch, Google, the High Tech Marketing Alliance, the Computers, Freedom and Privacy conference, events at the e-Voter Institute and at the USC Annenberg School of Communication and the College
- Co-created the information architecture, style and content for a redesign of the iMedia website -- www.imediaconnection.com -- and newsletters
- Provide short and long-term vision for the company's content online and for its regular Summit events.
- Direct the on-staff editorial / content team as well as a large community of executive and C-level industry contributors, as well as work with sponsors.
- Resource allocation, budget, training and managing my team and performing regular reviews
- **Note:** I was promoted from Executive Editor in October of 2006 to my current position, which the company created for me.

EarthLink, Inc.

Managing Editor, Digital

Dec 00 – Sept 04

- Ran the Digital Editorial department within Marketing, which included developing digital content, serving on cross-departmental projects, resource allocation, training and managing my team and performing annual reviews.
- Editor and chief content architect for *eLink*, EarthLink's HTML email member newsletter and premiere customer communications vehicle, sent to approximately 6,000,000 readers twice monthly since mid-2002.
- Created the information architecture, style, and content for a redesign of EarthLink's main website -- www.earthlink.net -- involving company-wide communications. Included extensive work with tracking and outcomes research. Maintained brand consistency on www.earthlink.net and related websites
- Edited and wrote copy for all of EarthLink's many websites, press releases, and emails

Lineup Technologies

Manager, Strategic Technology Integration & Business Development

Aug 00 – Nov 00

- Developed and managed relationships with partners on both business and technology sides
- Maintained corporate communications among business development, technology, and content departments
- Supervised the integration of partner content with Lineup's proprietary database technology
- Special Projects manager: created event-specific Palm OS applications and websites for partners

Senior Associate Editor

April 00 – Aug 00

- Selected and reviewed online broadband content for Lineup.com, a content aggregator/web guide, with special focus on entertainment
- Trained and supervised associate and assistant editors. Created the company's editorial Style Guide
- Supervised Quality Assurance for the database
- Oversaw communications between content and technology departments

Freelance Writer and Editor

June 98 – present

- Have written articles for numerous publications including: Bad Subjects, The Shakespeare Bulletin, Tikkun, Renaissance Quarterly, etc. Full list of publications available on request, or see www.berens.org
- Member of the development team for *The Norton Shakespeare* CD-ROM, an interactive Educational CD-ROM. Responsibilities included managing other team members, developing content and graphic design for the user interface, and editing overall content (1996 to 1997).

Story Analyst

June 98 – Feb 01

- Read and critiqued screenplays and books for leading entertainment companies such as: DreamWorks, New Regency, CAA, Mirage, Scott Free, among others
- Responsibilities included writing extensive development notes for existing projects, analyzing new scripts, summarizing plots, as well as articulating pros and cons of story structure and character arcs
- **ScriptShark.com**: Wrote *The Script Doctor* column, a regular feature that screenwriters still consult for advice and information. (ScriptShark.com is a leading online resource for story analysis and information about screenwriting.) Responsibilities included generating the idea, writing the column, responding to reader-submitted questions, and managing reader feedback.

Other Experience

Ten years of experience teaching literature, composition, story analysis, effective online writing, et cetera at the university, secondary, and industry levels.

Founding industry advisor to APOC -- the Annenberg Program for Online Communities -- at USC.

Full academic *curriculum vitae* available upon request or at www.bradberens.com.

Education

Ph.D. in English, U. C. Berkeley, 1998

B.A., Brown University, 1990, *magna cum laude*

Awards: Outstanding Instructor Award, two Mellon Foundation grants, Rotary Fellowship to Trinity College, Dublin

Skills & Interests

- Writing, editing, public speaking, strategic consulting, the internet and other new media, marketing, online communities, user-generated content, blogging and other social media, branding, interdepartmental communications and collaboration, story structure
- Web design, usability, and information architecture; interactive software development; databases; management and team building, interdepartmental communications
- I'm tech-savvy and can talk tech with developers, editorial with writers, and business with management.

References are available upon request.