

CYNTHIA E. GOMEZ

St. Petersburg, FL 33709 ♦ (561) 401-5876 ♦ cynomez@gmail.com
<https://www.linkedin.com/in/cynthia-gomez-9385279/>

WELL-ROUNDED PUBLISHING & CONTENT DEVELOPMENT PROFESSIONAL

An award-winning publishing professional with expertise in all facets of content development and information design. Skillful storyteller, editor, project manager, and communications strategist. An avid technophile with knowledge of all things digital. A resourceful problem-solver who understands the value of teamwork. Well-versed at relationship building, both internally and externally, to achieve desired outcomes. A leader of vision and integrity, able to take any project from concept to reality with an unwavering focus on collaboration, innovation, and excellence.

AREAS OF EXPERTISE

- > Writing & Editing
- > Technical and Legal Editing
- > Academic & Niche Publishing
- > Content Strategy
- > Product Development
- > Project Management
- > Page Layout & Design
- > Visual Information Design
- > Digital Publishing
- > Book Publishing
- > Enterprise Content Development
- > Content Marketing
- > Stakeholder Communications
- > Brand Ambassadorship
- > Graphic Design
- > Website Design
- > Copywriting
- > Community Engagement

PROFESSIONAL EXPERIENCE

CG COMMUNICATION & DESIGN

President/Consultant

Jan. 2017 – Present

Provide a wide variety of editorial and information design services, including content development, marketing copywriting, report ghostwriting, academic editing, manuscript development, website design and front-end development, project management, and other editorial and design services to help clients maximize their visibility, impact, and revenue. Major contracts include:

NEON AMBITION

Copy Manager (Ongoing Contract, Full-Time)

Mar. 2021 – Present

NATIONAL COUNCIL OF TEACHERS OF ENGLISH

Editor (Project-Based, Part-Time)

May 2020 – Present

LUMINA DATAMATICS

Content Project Manager (Project-Based, Part-Time)

May 2019 – Present

CALLISTO MEDIA

Developmental Editor (Project-Based, Part-Time)

Mar. 2018 – Present

PRECISION CONSULTING

Copy Editor (Project-Based, Part-Time)

Apr. 2019 – Apr. 2020

AQUENT/SOUTH FLORIDA WATER MANAGEMENT DISTRICT

Technical Editor (Project-Based, Full-Time)

Feb. 2018 – Oct. 2018

TARGETCW/SAGE PUBLISHING

Editorial Development Manager (Contract-Based, Full-Time Temp.)

Aug. 2017 – Dec. 2017

TUZAG

Senior Content Writer and Project Manager

July 2020 – Dec. 2020

Create health and wellness dialogs and other content for digital concierges/virtual assistants, working within a proprietary software program in development as part of a team of both writers and developers within a fast-paced, startup environment using Agile to keep the team on track. Beyond content development, work involves understanding the program and debugging issues in tandem with the development team to create seamless computer-mediated conversations.

THE NCHERM GROUP, LLC.

Director of Publications and Content Development

Feb. 2015 – Dec. 2016

Managed editorial operations for The NCHERM Group and its affiliated associations, the National Behavioral Intervention Team Association, the Association of Title IX Administrators, the School and College Organization for Prevention Educators, and the Student Affairs Community College Association. Overhauled existing marketing materials and created new ones as needed for both print and Web distribution. Developed media sheets for the executive team and consultants to increase their visibility. Produced and published two yearly, peer-reviewed academic journals; four full-length books; and a variety of white papers, position statements, and other documents. Launched and produced a monthly, subscription print newsletter and accompanying website and e-newsletter, coordinating with a large stable of external writers, several interns, and a printer to ensure on-time production. Developed a podcast-style audio series and ancillary training materials. Packaged and marketed two video training series. Developed print and electronic catalogs for the company and its main associations, updating them on a quarterly basis. Designed professional programs, sponsorship brochures, and giveaway items. Edited and designed presentation materials, checklists, and infographics. Developed and edited press releases, policy statements, and other external communications.

WILEY PUBLISHING

Managing Editor

Sept. 2008 – Feb. 2015

Produced three monthly print publications for higher education professionals and managed their corresponding websites. Implemented an editorial strategy based on research of “need-to-know” topics, garnering multiple industry awards and increasing readership. Wrote lead stories, worked closely with freelancers, edited all content, and laid out print issues, ensuring quality through hands-on involvement in every phase of production. Posted enhanced digital content throughout the publication cycle. Published yearly “Special Reports” based on original research and in-depth analysis of key topics. Covered and presented at major conferences, cultivating relationships with thought leaders and serving as a brand spokesperson. Engineered various profitable ventures with associations by cultivating relationships with their leaderships. Maintained editorial advisory boards composed of industry leaders acting as brand ambassadors. Provided editorial direction, support, and oversight, and produced content for social media channels and e-bulletins to support the success of marketing initiatives. Collaborated with acquisition editors, publication editors, and authors signed to Wiley’s Jossey-Bass imprint on content marketing efforts to promote sales of related products. Took an active role in leadership retreats for the Jossey-Bass imprint, informing the strategic planning process.

LRP PUBLICATIONS

Higher Education Editor

Jun. 2003 – Sept. 2008

Managed all duties involved in the production of several subscription publications for higher education professionals, including *Development & Alumni Relations Report*, *Dean & Provost*, *Student Affairs Today*, and *Disability Compliance for Higher Education*. Maintained subscription websites. Produced award-winning content based on original research, monitoring of current events, and conversations with industry leaders. Ensured content quality by working with outside writers and in-house contributors. Assembled and maintained advisory boards. Produced ancillary books and booklets on special interest topics. Sought out and recruited subject-matter experts and offered manuscript development support to keep projects on track. Developed a training curriculum for editorial employees, led workshops, and offered one-on-one mentoring.

THE STANDARD-TIMES**News and Features Reporter**

Jun. 1999 – Jun. 2003

Covered breaking news and special-interest feature pieces on a wide range of topics, including education, minority issues, poverty, government, law enforcement, and the legal system. Created awareness and understanding of important community issues through source development, in-depth reporting, and journalistic integrity. Exposed previously unexplored issues affecting minority and immigrant populations. Set fundraising records as leader of the organization's yearly "Neediest Families Fund" drive, raising more than \$135,000 in a single month through emotive storytelling.

PREVIOUS FREELANCE & CONTRACTUAL WORK**DEMAND MEDIA****Freelance Online Content Producer and Copy Editor**

Jan. 2009 – Dec. 2010

HOMETOWN NEWS**Freelance Reporter**

Jan. 2005 – Sept. 2005

THE LATINO COALITION**Freelance Grant Writer**

Jan. 2001 – Jun. 2003

THE BOSTON INSTITUTE**English Instructor**

Sept. 2001 – Dec. 2001

EDUCATION

- Master of Arts, Digital Journalism and Design, University of South Florida - St. Petersburg — 2014
- Certificate of Proficiency in Digital Technology for Journalists, The Poynter Institute — 2012
- Bachelor of Arts, Print Journalism, Northeastern University — 2003

AWARDS

- Best Feature Writing, First Place, Apex Awards by Communication Concepts — 2014
- Best How-To Writing, First Place, Apex Awards by Communication Concepts — 2013
- Best Interpretive/Analytical Reporting, First Place, Specialized Information Publishers Association — 2012
- Best Instructional Reporting, First Place, Specialized Information Publishers Association — 2011
- Best One- to Two-Person Produced Newsletter, First Place, Apex Awards by Communication Concepts — 2011
- Best Feature Article, First Place, The Newsletter on Newsletters Annual Awards Competition — 2011
- Best Individual/Company Profile, Second Place, The Newsletter on Newsletters Annual Awards Competition — 2010

VOLUNTEER EXPERIENCE

- All Paws Matter — President
- Saint Lucie County Humane Society — Pet Care and Adoptions Volunteer
- American Red Cross — Disaster Assistance and Shelter Volunteer
- Habitat for Cats — Sanctuary Operations and Fundraising Assistance