

E. ELAINE ROGERS

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PROFESSIONAL EXPERIENCE:

Senior Editor, SOLUTIONS AT HOME, Dallas/Ft. Worth, TX.

** Managed all editorial functions (countless) and supervised all editorial personnel (8 plus me) of monthly home décor magazine with 10 regional editions supported by a national Web site. Duties at the helm of Idearc Media's consumer publication involved overseeing the monthly editorial workflow and magazine production process while maintaining national feature writing duties and training/supervising regional editors on tasks ranging from scouting homes and photo styling to developing department content and localizing national features. Ongoing managerial tasks such as setting editorial calendars and deadlines, developing advertorial protocols, negotiating photographer contracts and approving invoices and expenses topped off primary functions of proofreading multiple versions of each story, approving home feature prospects, preparing "webified" versions of editorial features for the Web Site and partnering with graphics on pagination, InDesign layouts, style issues and printing processes.

Editor, DFW HOUSE & HOME Magazine, Plano, TX.

** Oversaw production and wrote/edited all content for a monthly home resource magazine with a distribution of 50,000. Responsibilities included designing the editorial calendar; creating stories that reflected national trends in residential interior design, remodeling and landscaping fields; preparing monthly home profiles, gardening and cooking features; assigning stories and managing freelancers. Multi-faceted position also required scouting local residences for home feature prospects, art directing photo shoots, editing and proofing Quark layouts and writing copious amounts of headlines and cover blurbs.

Freelance Writer/Editor, Elaine Rogers (self-employed), Dallas/Ft. Worth, TX.

* A long tenure of researching and writing consumer features for both national and regional publications has focused on a range of specialties, including health, medical, lifestyle, parenting and business topics. An earlier body of work involved celebrity profiles and general features for airline inflights plus fashion and fitness features for women's magazines and newspapers, while ongoing public relations consulting services include press release, brochure and newsletter production, media placement, Web copy development and project management.

Partial Client List: DESTINATIONS; DALLAS HOME DESIGN; PARENTHOOD.COM; FORT WORTH, TEXAS; CHILDREN'S PROMISE; DALLAS CHILD; TRAVEL & LEISURE; WOMEN'S SPORTS & FITNESS; LADIES HOME JOURNAL; AMERICAN HEALTH; WEIGHT WATCHERS; THE NEW YORK TIMES SPECIAL FEATURES SYNDICATE; DELTA SKY; U.S. AIR; AMERICAN WAY; THE DALLAS MORNING NEWS (Family, Fashion Dallas & Today sections); ULTRA; TEXAS BUSINESS.

Previous Positions:

****National Editor**, TRAVELHOST Magazine, Dallas, TX.

****Reporter**, ROUND ROCK LEADER, Round Rock, TX.

****News Editor**, LOCKHART POST-REGISTER, Lockhart, TX.

****Reporter**, KDSX Radio, Sherman/Denison, TX.

****Assistant Rewrite**, DALLAS MORNING NEWS, Dallas, TX.

EDUCATION:

Bachelor of Fine Arts, Southern Methodist University

**Major: News Editorial/Public Relations **Minor: Business Administration