

Robert Scally / rdscally@gmail.com / 619-920-0480 / Personal website:
<http://www.robertscally.com>

Summary:

- Experience producing projects from concept-to-completion in all formats: print, digital, video and audio
- Daily newspaper and trade magazine veteran. I make deadline
- Experienced photo and graphics editor and photographer
- Experience using Acrobat, Gimp, Illustrator, InDesign, Outlook, PhotoShop, Microsoft Office 365
- Worked with numerous content management systems. Familiar with HTML, XHTML, PHP, JavaScript, XML MySQL, Drupal, WordPress
- Video expertise: Adobe Premier, Final Cut Pro and Avid Media Composer. Create motion graphics using Adobe After Effects and Apple Motion. Produce audio content using Logic Pro X
- YouTube channel, Ireland Inside and Out
youtube.com/@irelandinsideandout / Personal YouTube channel
youtube.com/@robertscally

Experience

Creative Director and Founder, Digital Shadow Management, 1996–Present
Custom content engineering for clients from General Atomics to Mattel. Projects included video press kits to B2B custom marketing materials.

Author of 12 books in the “Early Reader Book Series: Animals Around the World: Africa” for Mitchell Lane Publishing published 2019, 2023.

Author, "Jeff Bezos: Founder of Amazon and the Kindle." Wrote young adult nonfiction book for Morgan Reynolds Publishing, 2011.

Author, textbook, "Geographic Information Systems for Environmental Management," ESRI Press, Redlands, Calif., 2006. Used in college GIS classes.

Senior Online Editor, Workforce Management Magazine/workforce.com, 2006-10

Responsible for content production and management for B2B news website with 250,000 unique visitors and 900,000 hits per month. Redesigned content emphasizing news, diving a 35% increase in hits and time on site. Created digital marketing strategy. Added blogs; created a blog network. Introduced SEO techniques, traffic tracking, metrics-driven editorial decisions, e-mail news blasts and podcasts. Edited and produced email newsletters. Created three email newsletters. Supervised staff writers. Edited and purchased photos. Managed annual photo budget.

Assistant Editor, NurseZone.com, 2002-04

Managed content and copy for a website with 69,000 monthly unique visitors. Edited weekly email newsletter, increased opens and clicks 15%. Created and edited a bespoke print publication, TN, from concept to mailing. Edited NurseZone’s print magazine.

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Senior Editor, License! Magazine, 2000-02

Established West Coast bureau for New York-based start-up monthly B2B trade magazine covering the licensed consumer products business. Developed the magazine's entertainment, online, interactive and sports licensing coverage. Wrote and edited the first licensing industry daily e-newsletter.

Senior Editor, Discount Store News/Retailing Today, 1996-2000

Established West Coast bureau for 35,000-circ. New York-based B2B trade magazine for mass-market retailing. Developed the publication's retailing and entertainment coverage. Pioneered e-commerce coverage and website publishing.

Senior Editor, Video Store Magazine, 1994-96

Led successful turn-around of 45,000-circ. national B2B weekly trade journal. Improved editorial quality by introducing business reporting techniques. Streamlined page production; overhauled editorial market research.

Business Reporter, The Press-Enterprise, 1990-94

Business reporter for 180,000-circ. metro daily newspaper. Covered Riverside County Calif., Temecula and Palm Springs. Covered agriculture, avocados, banking, tourism and the wine industry.

Education

B.S., Political Science and Journalism, Ball State University, Muncie, Indiana.