

Joel Reese

4316 N. Albany Avenue, #1 ♦ Chicago, IL 60618 ♦ (773) 931-4948
www.joelcreese.com ♦ joel@joelcreese.com ♦ twitter.com/joelcreese

Accomplishments

- Conceptualized start-up website from inception to live site garnering more than **1.2 million page views** per month. Worked with SEO, created blog, and developed entire sections of site that taught novices how to become familiar with the stock market.
- Writing published in national publications, including *The Best American Sports Writing*, *The Mobil Travel Guide*, *Spin*, *Details*, *Playboy.com*, and *Deadspin.com*
- Earned several awards, including a **National Magazine Award** nomination, for writing and editing work
- Served as Editor of *Time Out Chicago* magazine. Managed a staff of 50 employees, oversaw 16 of magazine's top 25 sellers, and increased web traffic by 77 percent.

Work Experience

2010 – present **Cubs Fan Report** Chicago, IL

Editor-in-Chief

- Write, edit, and leverage content of website and daily email about Chicago Cubs
- Use SEO, Twitter, Facebook, and other forms of social media to increase site's presence
- Create and maintain relationships with other Cubs blogs and sites

2008 – 2010 **WeSeed.com** Chicago, IL

Managing Editor

- Created, edited, and leveraged content to engage with users and drive traffic, which reached **1.2 million page views** per month
- Used SEO, Twitter, Facebook, and other forms of social media to increase website's presence
- Created and maintained site blog, which saw 300% traffic increase over its first two months
- Regularly placed blog entries on the front page of Google News

2008 **TRU Insight** Chicago, IL

- Analyzed data and wrote copy for Global TRU Study and U.S. TRU Study, comprehensive studies of teens and young adults bought by 150 of world's leading brands. Contract position.

1995 – 2008 **Freelance Writer** Chicago, IL

- Articles published in *The Best American Sports Writing*, *The Mobil Travel Guide*, *Spin*, *Details*, *Texas Monthly*, *Chicago, Unlimited*, *CS*, *Montanan*, *Michigan Avenue*, *Go*, *Vital*, *Field-Tested Books*, *Playboy.com*, and *Deadspin.com*
- "Down and Out," story of former Dallas Cowboy Golden Richards, published in December 1995 issue of *Texas Monthly* and reprinted in *The Best American Sports Writing of 1996*

2004 – 2007 *Time Out Chicago* magazine Chicago, IL

Editor/Features Editor/Senior Editor

- Managed a staff of 50 employees
- Oversaw 16 of magazine's top 25 sellers
- Increased web traffic by 77 percent
- Received 2007 **National Magazine Award** nomination for Dive Bars issue, July 19–25, 2007

- Conceived and directed magazine's successful "Chicago's Funniest Person" contest at the Lakeshore Theater, October 28, 2007

1999 – 2000 **Yack.com**

Freelance Sports Columnist

- Wrote weekly baseball, basketball, and football columns for general-interest website

1997 – 2004 *Daily Herald* newspaper Arlington Heights, IL

Features Writer

- Wrote feature articles, front-page news stories, and movie and concert reviews

1996 – 1997 *Chicago Lawyer* magazine Chicago, IL

Features Writer

- Covered courts and wrote feature stories for award-winning legal publication

1994 – 1996 *Point Reyes Light* newspaper Point Reyes Station, CA

Reporter, Photographer, Web Editor

- Wrote stories and took photographs for Pulitzer Prize-winning weekly newspaper. Developed and maintained paper's award-winning website.

1993 – 1994 *Missoula Independent* newspaper Missoula, MT

Assistant Features Editor, Reporter

- Wrote and edited articles, movie and concert reviews, and maintained calendar for weekly paper while a full-time graduate student

1990 – 1992 **Proof Positive/Farrowlyne Associates** Evanston, IL

Associate Editor

- Edited a variety of educational materials, including elementary and college textbooks. Wrote content for science and language arts projects developed in-house.

Honors

- 2007 **National Magazine Award** nomination for *Time Out Chicago's* Dive Bar issue, July 19–25, 2007
- 2004 **Peter Lisagor Award** for Public Service for *Daily Herald's* Suburban Mosaic, a series on issues facing ethnic groups within Chicago's suburbs. The series also won the **National Community Leadership Award** from the Inland Press Association.
- 2004 **National Media Award** from National Organization for Albinism and Hypopigmentation for *Daily Herald* story "Beyond the Pale," about portrayal of albinism in popular culture
- First place in 2003 **Illinois AP Enterprise Reporting** category as one of lead writers in *Daily Herald* series on 1993 Palatine Brown's Chicken murders, "44 Minutes in January"
- "Wildfire," lead story of major forest fire in October 5, 1995, *Point Reyes Light*, named **Best Spot News Coverage by Weekly Newspaper** by California Press Association
- **David Rorvik Award**, given to three students annually at University of Montana, 1994
- **Dorothy Rochon Powers Scholarship**, highest academic award given by University of Montana Journalism School's graduate department, 1993

Education

- Master of Arts, School of Journalism (1994) — **University of Montana**; Missoula, Montana
- Fiction Writing program (1989) — **Bennington College**; Bennington, Vermont
- Bachelor of Arts, English (1989) — **Lawrence University**; Appleton, Wisconsin