

# Joel Reese

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

## Accomplishments

- 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.
- Writing published in national publications, including *The Best American Sports Writing*, *The Mobil Travel Guide*, *Spin*, *Details*, *Playboy.com*, *Deadspin*, and *Mediaite*
- Conceptualized start-up website from inception to live site garnering more than **1.2 million page views** per month.
- Earned several awards, including a **National Magazine Award** nomination
- Wrote copy and worked in content strategy for accounts including Allstate, Harley-Davidson, United Airlines, Maytag, and Whirlpool

## Work Experience

**March 2011 – Present**      **Acquity Group** Chicago, IL

### Senior Copywriter

- Write content for international clients including Allstate, Discover, MSA, and more. Develop web strategies for content, games, social media, and other areas of companies' digital practices.

**July 2010 – December 2010**      **Arc Worldwide** Chicago, IL

### Freelance Copywriter/Content Strategist

- Developed content strategy and wrote for accounts including United, Maytag, and Whirlpool

**March 2010 – July 2010**      **VSA Partners** Chicago, IL

### Freelance Copywriter

- Wrote copy for Harley-Davidson "Big Book" and prestigious CVO catalog

**March 2010 – December 2010**      **Cubs Fan Report** Chicago, IL

### Editor-in-Chief

- Wrote, edited, and leveraged content of website and daily email about Chicago Cubs
- Used SEO, Twitter, Facebook, and other forms of social media to increase site's presence

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

### Managing Editor

- Created edited content to drive traffic, which reached **1.2 million page views** per month
- Used SEO, Twitter, Facebook, and other forms of social media to increase site's presence
- Created and maintained site blog, which saw 300% traffic increase over its first two months

**2008**      **TRU Insight** Chicago, IL

### Freelance Editor

- 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.

**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*, *Deadspin*, *Mediaite*, and *Chicagoist*

- “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
- Increased web traffic by 77 percent
- Received 2007 **National Magazine Award** nomination for Dive Bars issue, July 19–25, 2007
- Conceived “Chicago’s Funniest Person” contest at 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 award-winning feature articles, front-page news stories, and movie and concert reviews

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

**Reporter, Photographer, Web Editor**

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

## Honors

- 2007 **National Magazine Award** finalist for *Time Out Chicago’s* Dive Bar issue, July 19–25, 2007
- Won 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.
- Won 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”
- Won **Best Spot News Coverage by Weekly Newspaper** by California Press Association for “Wildfire,” lead story of major forest fire in October 5, 1995, *Point Reyes Light*

## 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