

# CAROLYN GUNISS

## PROVEN LEADER

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### AWARD-WINNING EXECUTIVE EDITOR

with 25+ years' experience in the communications industry.

Experienced content creator, copywriter, and editor with a passion for dynamic storytelling.

Skilled in writing short- and long-form copy for a wide variety of publications and spanning the gamut of local and national topics, with an affinity for U.S. government, business and technology topics. Strong track record of successfully planning and launching websites, news sections, and entire publications. Proven history of managing both small and large media teams in line with business needs, as well as extensive experience serving communities and planning events.

### DEAR RECRUITER,

I am a creative professional with 25-plus years of experience in media communications,

I have demonstrated success providing leadership and expertise in copywriting, editing, and executive management. I am certain that I would be a great fit for your opportunity.

With my wide-ranging content creation and reporting skills, superior capacity to adapt to project-specific needs, and proven ability to continually grow my knowledge of industry best practices, I am confident that I will exceed your expectations from my first day on the job.

Highlights of my career include:

- **Editing & Reporting** - Strong track record of serving as primary editorial voice; skilled in managing multiple creative teams to uphold the voice and mission of each publication.
- **Web & Print Content Development** - Extensive experience in field reporting, copywriting, story assigning and launching both digital and print print publications/sections.
- **Project Management** - Consistently recognized for successfully managing projects from conception to launch, such as executing political forums, producing new features for print publications, and improving digital content engagement statistics.

I would welcome the chance to provide further insight into my talents, attributes, and track record of success.

Sincerely,

Carolyn Guniss

## AREAS OF EMPHASIS

## PUBLISHED IN THESE MEDIA

- Copywriting & Speech Writing
- Web & Print Content Development
- SEO
- Editing & Reporting
- Project Management
- Data Analysis
- Talent Management
- Journalism & Publications
- Business & Technology
- Content Management Systems

The Miami Times, The Miami Herald,  
The Sun Sentinel, Tampa Tribune,  
The Bradenton Herald, The Miami Daily  
Business Review, Islamorada Free Press,  
Plants, Sites & Parks Magazine, South  
Florida Times, Uptown Magazine,  
Reuters, Columbia Daily Tribune,  
Columbia Missourian, Education Satlink,  
Show Me Education Magazine,  
Mid-Missouri Business Journal,  
The Business Journalist Newsletter

## PROFESSIONAL EXPERIENCE

### THE MIAMI TIMES – Miami, FL EXECUTIVE EDITOR, 2014 to 2020

Served as the newspaper's primary editorial voice. Managed multiple creative teams including graphics, proofreading, print, and online editorial; directed freelance writers, reporters, and photographers. Wrote stories and managed all stages of conception, copywriting, and final editing before publication. Assigned story coverage and writing to appropriate staff. Planned and executed special sections. Oversaw redesigns of the newspaper and website to continuously improve readers' experiences.

Selected Achievements:

- Successfully built an award-winning freelance pool to provide thorough coverage of the community.
- Increased the number of digital newsletter subscribers by 100% in one year.
- Improved the organization's social media presence by creating and implementing a Social Media Coordinator position.
- Created an annual feature to spotlight motivated Gen Z and millennials; selected candidates, dubbed the Next Generation of Dreamers, exemplified actions of Rev. Dr. Martin Luther King Jr. and his work advancing civil rights.
- Executed two standing-room political forums; co-moderated a county mayoral debate and contributed to TV and radio panels during both the 2016 and 2018 election seasons.
- Recognized as Best Black-owned Newspaper in America by the National Newspaper Publishers Association in 2018 and 2019.
- Appeared on multiple radio segments and TV news programs.

### SOUTH FLORIDA TIMES – Fort Lauderdale, FL

#### INTERM EXECUTIVE EDITOR/MANAGING EDITOR/FREELANCE REPORTER, 2009 to 2014

Promoted to top editor position over several years, having started as a freelance contributor and advancing through the staff editor role. Conceptualized and launched the entertainment tabloid SoFlo Live. Coached freelancers and provided professional development strategies to prepare them for staff positions.

Selected Achievements:

- Successfully raised the organization's profile by delivering consistent, high-quality news coverage.
- Coordinated the transfer of hundreds of stories to a new content management system (CMS).
- Named "Outstanding Woman in Media" during tenure.

## **PROFESSIONAL EXPERIENCE**

**MIAMI HERALD – MIAMI, FL**

**SECTION EDITOR, 2005 to 2008**

Edited metro and 1A stories and produced two tabloid community news sections twice per week, including regular contributions to the Business Section's careers column and writing food reviews. Initiated and directed redesign aspects for a magazine-style tabloid featuring Miami-Dade communities. Contributed to the Business Section's careers column. Additionally, delivered professional development coaching to several community news reporters looking to advance to Metro reporting careers.

Selected Achievements:

- Direct report won the Chuck Stone Excellence Award for community and public service journalism for a series of stories

*Additional experience as Assistant Metro Editor at Bradenton Herald, Program Manager and Executive Director at Society of American Business Editors and Writers, and Associate Editor of Education Satlink and Show Me Education magazines.*

## **Educational Background**

Certificate in Content Strategy: Engaging Audiences

Certificate in Content Strategy: Managing Content

Northwestern University – Chicago, IL

Certificate in Hospitality Management

Executive Certificate in Project Management

Florida Atlantic University – Boca Raton, FL

Bachelor of Arts in Communication Arts and English

St. Thomas University – Miami Gardens, FL

Coursework: Master's in Media Management

University of Missouri School of Journalism – Columbia, MO

## **Professional Affiliations**

President – NABJ South Florida, 2016 to 2018

Member – News Leaders Association

Member – Ida B. Wells Society

Fellow – ASNE Emerging Leaders Institute, 2019

Fellow – Poynter Institute, 2017, 2002, 2004

Fellow – Gerontological Society of America, 2016

Fellow – New America Media, 2015 to 2016

Fellow – New York University Center for War, Peace, and the News, 2000

Fellow – European Union, 1998 to 1999

Business Journalism Contest Judge, 1999 to 2002

## **Recognition and Awards**

Best Editorial Page, Best Headline, Best Front-Page Design – Florida Press Association, 2019

Chapter Author – "The Trump Presidency, Journalism and Democracy," 2018

Best Environmental Story – NABJ Salute to Excellence Award

Black Owned Media Alliance Communicator of the Year, 2017

Distinguished Achiever – ICABA Media Holdings, 2016

Outstanding Woman in Media – NABJ South Florida, 2014