

# Pem McNerney

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## Writer, Editor, Web and Social Media Expert

### PROFILE

- Experienced writer, editor, and project manager with advanced web and social media expertise
- Adept at developing highly effective working relationships with local, regional, and national media, educational institutions, and community groups
- Expert at translating complex research findings into clear language and familiar with the process of translating research into policy

### SKILLS

- WordPress
- Google Analytics
- HTML, CSS, blogging, RSS feeds
- Familiar with Drupal, taxonomy and tagging
- Facebook, LinkedIn, Flickr, Twitter, HootSuite
- Still photography, photo editing, capturing video, Vimeo, and YouTube
- Dreamweaver, Photoshop, Fireworks, and Microsoft Office Suite
- Familiar with Message II, Convio, Constant Contact

### EXPERIENCE

EDITOR, MADISON-CT.PATCH.COM, Madison, CT

September 2010-Present

#### Editor

Created madison-ct.patch.com, a hyperlocal news website. Launched in late November 2010, website has exceeded all goals set for it by Patch, which is owned by Aol.com. Responsibilities include working a 24/7 news cycle writing and creating videos about breaking news and features, editing, assigning stories to freelancers working within a set budget, facilitating conversations on the site, and coordinating social media efforts on Facebook, Twitter, and other websites as needed.

- madison-ct.patch.com, <http://madison-ct.patch.com>
- MadisonCT Patch Facebook page, <http://www.facebook.com/MadisonCTPatch>
- MadisonCT Patch Twitter feed, <http://twitter.com/MadisonCTPatch>

CONTENT CREATION CO., LLC, Madison, CT

1996-Present

#### Writer

Using a WordPress blog, collect and disseminate information on writing, editing, content management, and social media, with a specialty in journalism and educational institutions. Blog is integrated with LinkedIn and Twitter communities. Currently taking a break from blogging to focus on madison-ct.patch.com.

- Content Creation Co. site, <http://www.contentcreation.com>
- On volunteer basis, help local organizations create content and build community with blogs,
  - <http://ladytigerssoccer.wordpress.com/>
  - <http://leemanorassociation.org/>

YALE UNIVERSITY, OFFICE OF DEVELOPMENT, New Haven, CT

2006-September 2010

#### Senior Web Editor

Created three websites and associated micro sites featuring Yale University's five-year, \$3.5 billion Yale Tomorrow campaign. Site content supported internal staff outreach efforts and helped educate Yale alumni about the campaign and giving opportunities. Responsibilities included writing, editing, posting new content to the site, maintaining associated databases, and introducing new technology to help increase traffic including RSS feeds, a social media article sharing mechanism, several still photography slideshows, audio podcasts, embedded video, and Google Analytics. Was member of Yale University Google Analytics Users Group and Yale Developers Network, a user group associated with University-wide deployment of the Drupal content management system.

THE CENTER FOR NICOTINE AND TOBACCO USE RESEARCH AT YALE 2001-2006  
New Haven, CT

**Communications Director**

Directed internal and external communication efforts for transdisciplinary group of scientific experts dedicated to improving the treatment of tobacco dependence. Obtained coverage for scientific findings in national, statewide, and local papers. Helped write editorials that were placed in statewide newspaper. Developed website and wrote press releases highlighting research findings and other accomplishments. Also helped researchers communicate across scientific disciplines and with researchers in tobacco centers across the country.

INSURANCE NEWS NETWORK, West Hartford, CT 1996-1997

**Acting Managing Editor**

Helped start-up publication hire permanent staff, develop website, and develop database-drive web applications relating to insurance rates.

*THE HARTFORD COURANT*, Hartford, CT 1987-1996

**City Editor, Content Coordinator, Reporter, Editor**

Local content coordinator for new website from November 1995 to September 1996; Assistant Editor for *Northeast* magazine from January 1995 to November 1995; City Editor from August 1991 to January 1995; Editor for Sunday business section and Business Weekly from June 1989 to August 1991; Business Reporter from July 1987 to June 1989

OTHER NEWSPAPERS AND A FOUNDATION 1981-1987

**Writer, Reporter, Editor**

Business Reporter for *Journal Inquirer*, Manchester, CT; Correspondent for *Springfield Daily News*, Springfield, MA; Reporter/Editor for *Westfield Evening News*, Westfield, MA; Writer for the Energy Education Foundation, Boston, MA

**EDUCATION**

**Bachelor of Arts** (English, with honors), 1981, Mount Holyoke College, South Hadley, MA

**Knight Center Fellowship**, (Finance), February-March 1988, College of Journalism, University of Maryland, College Park, MD

**Candidate in GLSP Masters Program** (Humanities), currently enrolled, Wesleyan University, Middletown, CT

**Continuing Education Courses**, Social Media, Communications, Photography, Video, Alumni Relations

**INTERESTS and PERSONAL BACKGROUND**

Foreign travel includes Europe, Canada, Spanish-language immersion program in South America. Volunteer work includes Literacy Volunteers of America, Girl Scouts of America, dishwasher for Community Dining Room in Branford, CT, trail ambassador for Connecticut Chapter of New England Mountain Bike Association, camera operator for Madison Public Television Madison Cooks show, Habitat for Humanity photographer for Restore event.