

RON BEL BRUNO

Writer / Editor / Strategist

225 West 60th St., 6A
New York, NY 10023-7429
ron@ronbelbruno.nyc
646.483.1169

EDITORIAL MANAGEMENT ROLES

Writer/Editor @ **RonBelBruno/NYC**

2/16 to present

I develop branded consumer and b2b editorial content targeted to business owners, investors, and high-net-worth households. **Agency and direct clients have included:** Merrill Lynch/BofA; Cushman & Wakefield; Iron Mountain, WaterTrust.org; Jewish National Fund; The Alliance for Positive Change; USA Architects; Meredith Xclerated Marketing (Accenture); Imprint; Prophet.

#smallbiz / #engagement / #affluent_households

Founder/Editor-in-Chief @ **Content Mosaic, Inc.**

2/11 to 6/16

My team and I built messaging channels and campaigns, supported SEO strategies, and created cost-effective editorial workflows for Fortune 1000 corporate-marketing teams.

- Produced 1,000+ articles, blogs, and infographics for Iron Mountain.com
- Sustained double-digit organic search traffic increases for Iron Mountain Data Management, Records Management, and Small Business units (2011-2015)
- Maintained \$400,000+ in annual billings, 2011-2015

#team_building / #entrepreneurship / #driving_traffic

Publications Director @ **HNW, Inc.**

7/07 to 11/10

Managed 14 e-newsletters (circulation 800,000) that provided useful, actionable information while delivering a quantifiable return on investment.

- Recruited and managed top talent from *Forbes*, *TheStreet.com*, and *Time Inc.*
- Established more cost- and time- efficient content-development models
- Instituted rigorous fact-checking and copyediting processes
- Launched social media program

#client_service / #high_net_worth_readers / #marketing

Senior Editor @ **Time Inc. Content Solutions (The Foundry)**

3/05 to 7/07

Directed development and editorial production of two international titles.

- Relaunched *Citigroup PB*, a 32-page financial quarterly, as *Citigroup Pursuits*, a 48-page monthly lifestyle magazine
- Redeveloped and expanded *Harrah's Total Rewards* to include travel and dining content

#lifestyle / #premium_brands / #design

Independent Contractor @ **RBB ProMedia**

5/02 to 3/05

Wrote, edited, and provided project management services for *Scholastic Administrator*; Forster-Thomas Essay Solutions; *Time Out New York*.

#mentoring / #premium_brands / #education

Departments Editor @ Yahoo! Internet Life, Ziff-Davis Media **4/97 to 4/02**
Created/managed entertainment, politics, and finance sections. Received the *YIL* Achievement (1999) and Ziff-Davis Chairman's Awards (2000)
#tech_lifestyle / #writer_relationships / #print_web integration

Associate Executive Editor @ NetGuide, CMP Media **7/95 to 4/97**
Revamped and managed Departments and Reviews sections; received CMP Editorial Award for Editing Excellence, 1996
#innovation / #relaunches / #tech

EDUCATION

- **B.A. English Literature**, [Alfred University](#), Alfred, NY, 1986
- **Leadership Coaching**, [CoachPeople, Inc.](#), 2010 to 2012
- **Writing Workshops** with [Susan Shapiro](#), New School and Private Classes, 2008 to present

COMMUNITY ACTIVITIES

- **President**, Lafayette Gardens Tenants Corp., a 200-unit Manhattan cooperative residence; 2008 to 2017
- **Guest Lecturer**, *Out in the Adirondacks* Arts Festival; 2009 and 2010 sessions

References available upon request