

Aimee Baldrige

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Experience

Independent Content Specialist (February 2006–present)

I provide editorial, content development and strategy, writing, and production services. My areas of special expertise include photography, digital media, and consumer technology.

Publications

- Book author, [Organize Your Digital Life](#) and [The Camera Phone Book](#), published by the [National Geographic Society](#).
- Writer for numerous consumer magazines and Web sites on an assignment basis. For details and article samples, please visit aimeebaldrige.com.

Positions

[MAC Group](#), Elmsford, NY

Editor and Content Manager, [MAC-On-Campus](#) (January 2009–present)

- Program content of site for photography students and educators. Write and edit original content. Develop and manage content and promotional partnerships with third parties. Produce and edit site content with custom CMS. Develop and outline architecture for new site sections and features. Manage production assistant.
- Developed new site concept with MAC Group for 2009 relaunch. Provided information architecture, CMS and online application design, content strategy and development, and promotional partnership development for the launch.

[Hachette Filipacchi Media](#), New York, NY

Editor, Pop Photo College Edition magazine (October 2008–December 2009)

- Assigned, edited, and wrote articles for special edition of *Popular Photography & Imaging*. Worked with design and production staff to produce the print magazine. Represented the magazine and spoke at events for photography students.

[CNET](#), New York, NY

Senior Editor (November 2002–February 2006)

Associate Editor (June 2000–October 2002)

- Wrote, assigned, and edited digital imaging product reviews, features, and special packages. Managed content production process, from product acquisition to publication of related content. Wrote column on digital photography and video, and contributed to weekly newsletter. Supervised an associate editor and managed numerous freelance writers. Met and corresponded with vendors to ensure timely coverage. Presented video reviews and features, and gave media interviews as requested. Created camera testing lab and conducted technical evaluations of digital cameras and camcorders.

[Ziff Davis Media/ZDNet](#), New York, NY

Associate Producer (January 2000–May 2000)

- Programmed online content hubs with Vignette CMS. Wrote promotional copy as needed. Repurposed print content for online publication.

[John Wiley & Sons](#), New York, NY

Production Editor (August 1999–December 1999)

- Coordinated print and online production of medical journals. Supervised freelance copy editors and corresponded with vendors, authors, and editors. Reviewed and emended journal articles and graphics at each stage of production.

[The University of Chicago Press](#), Chicago, IL

Senior Production Controller (October 1998–August 1999)

- Coordinated print and digital production of [The Astrophysical Journal Letters](#). Prepared graphics and emended layouts with SGML editor and Penta typesetting system. Generated and reviewed digital editions of articles and complete issues.

Production Controller (December 1997–September 1998)

- Coordinated production of one of three monthly issues of [The Astrophysical Journal](#).

[The Medical Library Association](#), Chicago, IL

Editorial Coordinator (October 1995–December 1997)

- Copyedited and coordinated production of *The Bulletin of the Medical Library Association*, a quarterly journal; *MLA News*, a monthly newsletter; and occasional publications. Completed major revision of the MLA style manual.

Education and Training

[The University of Chicago](#), Chicago, IL

Bachelor of Arts in English Language and Literature, June 1994

The Publishing Program of The University of Chicago

[Center for Continuing Studies \(now the Graham School of General Studies\)](#), Chicago, IL

Certificate of Completion in Advanced Manuscript Editing, May 1997

[Université de Paris–Sorbonne, Paris IV](#) (Cours de Civilisation Française de la Sorbonne)

Diploma of French Language and Civilization, May 1992

Skills and Expertise

- Working knowledge of a broad variety of photography, graphics, publishing, and CMS applications
- Technical and industry expertise in photography and digital media
- Professional photography skills
- Expertise in consumer technology products and industry, especially related to imaging and media applications
- Working knowledge of editorial style guides including the *Chicago Manual of Style* and *Associated Press Stylebook*

References available upon request.