

Resume

William (Bill) Donovan
42780 Monterey Street, PO Box 6735 Big Bear Lake, CA 92315
Mobile: 805-212-0652 Home Phone: 909-440-9400
Email: bill@insideinfo.com

Professional Objectives:

Short-term, two to three years: a position making full use of my writing, editing, marketing, technology, and publication management skills with a leading-edge, successful organization which contributes to the improvement of our world and treats talented employees as treasures.

Long-term, three to 10 years: contributing to the organization's success; management, mentoring, visualizing, strategic planning, writing, editing.

Work Experience:

Summary of skills and work experience:

- ! Successful marketer: direct mail, email blasts, Internet, display, social media
- ! Multiple news-award-winning news reporter, editor, and publisher, with newspaper, AP, business-to-business and professional periodical experience;
- ! Broad range of information technology skills
- ! Managed 15+ international meetings and trade shows
- ! USC Master's degree in film and video, multiple screenwriting awards

Writer, Publisher

ScreenwritingCommunity.net

PO Box 6735, Big Bear, CA 92315

January, 2012 to current

Market two reference e-books for screenwriters which I wrote and published.

Editor and Publisher

Creative Screenwriting Magazine and The Screenwriting Expo

6404 Hollywood Blvd Suite 415, Hollywood, CA 90028 United States

April, 2007 to December 2011

As CEO/owner of a small publishing business; performed tasks including:

Magazine Editor: Set editorial policies, set and managed magazine publication deadlines, hired editors and writers, supervised production of Creative Screenwriting Magazine.

Writer: wrote two reference books, wrote a "Letter From The Editor" for the print magazine.

Marketing And Public Relations: Created and budgeted marketing campaigns, wrote direct mail advertising brochures, e-mail blasts, and press releases; supervised social network marketing, created and managed Google Adwords, bought/bartered for print and online display advertising.

Web Development and Management: created new product websites, hired offshore and U.S. web development contractors.

Video Producer: Produced ten 90-minute educational videos, published on DVDs.

Meeting Management: Produced the annual Screenwriting Expo, a professional meeting and trade show attended by as many as 2,500 persons, with 200+ sessions over four days.

Hiatus, 12/2004 - 03/2006

Took time off to be principal caregiver for a family member with a terminal illness.

Editor, Publisher, Writer

Inside Healthcare Computing

3600 S Harbor Blvd, Oxnard, CA 93035

09/1990 - 11/2004

Business Newsletter Editor: Set editorial policies, set and managed magazine publication deadlines, hired editors and writers, supervised production of Inside Healthcare Computing, a biweekly subscription newsletter for healthcare information technology professionals.

Writer: wrote news articles for information technology manager audience. Three articles I wrote and two I edited/co-wrote won international business journalism awards.

Marketing: Planned, budgeted, executed marketing and advertising campaigns, including direct mail letters, brochures, pamphlets, e-mail blasts, display ads. Took company sales from startup to leader in its niche.

Meeting Producer: produced three conferences/trade shows on healthcare IT.

Web Technology: Created and managed what was then (1996) a leading-edge e-commerce website with a password-protected database of back issues. Created and sent one of the first digital subscription newsletters.

Editor, News Writer

Key Communications Group

4500 Stanford Street, Bethesda, MD 20815 United States

01/1985 - 08/1990

Editor and writer of the National Report on Computers & Health, a biweekly business-to-business subscription-paid newsletter for health care information technology professionals.

Government Relations Professional (lobbyist)

American Academy of Ophthalmology

20 F Street Suite 400, Washington DC, DC 20001

06/1983 - 08/1984

Communicated the views of the Academy on legislation and regulations to members of Congress and federal agencies; tracked and wrote reports on federal legislative and regulatory activities.

Legislative Aide/Legislative Director

U.S. Sen. Spark Matsunaga

U.S. Senate, Washington DC, DC 20510

04/1982 - 04/1983

Originally hired part-time to write letters to constituents; promoted to legislative staff director.

Manager, Government Relations

CECOS International, Inc.

1600 Wilson Blvd, Arlington, VA 22201

02/1981 - 04/1982

Opened and ran the Washington government relations office for CECOS International, Inc., an

environmental cleanup company, seeking federal Superfund cleanup contracts.

Professional Staff

U.S. Senate Committee on Environment and Public Works

U.S. Senate, Washington DC 20510

05/1979 - 01/1981

Shared responsibility for researching, drafting, and staffing the passage of the Senate version of the Comprehensive Environmental Response, Compensation, and Liability Act (the Superfund law) and other legislation. Wrote Senate reports, speeches.

Legislative Assistant

U.S. Sen. Thomas McIntyre

U.S. Senate, Washington DC 20510

12/1975 - 01/1979

Advised Sen. McIntyre on pending energy-related legislation; wrote policy memos, legislative bills, speeches, statements for the Congressional Record, press releases, newsletters to constituents.

Reporter

U.S. Oil Week

Observer Publishing

Arlington, VA 22217

09/1973 - 09/1975

Covered oil industry and federal legislative and regulatory actions affecting oil marketing.

Reporter, Copy Editor

The Associated Press

Main office: 450 W 33rd Street, New York, NY 10001

09/1972 - 09/1973

News reporter and copy editor in the Chicago bureau of the Associated Press.

Reporter; Bureau Chief; Copy Editor; Supervising Editor

Morris County's Daily Record

6 Century Drive, Parsippany, NJ 07054

09/1967 - 08/1972

News reporter. Promoted to Bureau Chief, Copy Editor, Morning News Editor.

Education:

Master of Fine Arts Degree, Film Production

University of Southern California Los Angeles, CA

Bachelor of Arts, English and American Literature

Drew University Madison, NJ

Honors and Awards:

News writing and editing:

Won or co-win five Newsletter Publishers Foundation Journalism awards.

Screenwriting:

Won first prize in three student screenwriting contests at the University of Southern California.

Academic:

National Merit Scholar in high school. Scored "800" on verbal part of Graduate Record Exam.

Expertise and Skills:

See enclosed page titled, "Summary Of Skills, Strengths, Experience"

References and Transcripts

Available upon request.

Summary Of Skills, Strengths, Experience

Writing, Editing, Visual Media

- ! News writing, editing: have written or edited about 6,000 news stories and features
- ! Won or co-won five national business journalism awards
- ! Scriptwriting: won three cash awards for screenplays at USC film school
- ! Produced 10 educational DVDs
- ! Speechwriter for U.S. senators, wrote Senate reports
- ! Author of four reference e-books, including two currently for sale on the Internet

Marketing: Direct Mail, Email, Web, Social Media

- ! Wrote and produced 50+ successful direct mail marketing campaigns, taking a business-to-business newsletter from startup to the leader in its niche
- ! Wrote and sent 50+ successful email blasts to sell periodical subscriptions, meeting registrations, DVDs, contest entries, print books, e-books
- ! Created Facebook and Twitter marketing accounts
- ! Managed multiple web advertising campaigns (Google Adwords, banners at partner sites, banners at our own sites, email blasts, more)
- ! Press releases
- ! Speechwriter for U.S. senators

Information Technology Management

- ! Built numerous web sites*; worked with CSS, set up several online shopping carts, created online contest entry systems.
- ! Created one of the first business-to-business periodical e-commerce sites (1996) with a password-protected searchable database of back issues for subscribers.
- ! Wrote specs, hired and managed offshore programmers for 15+ web and IT projects.
- ! Invented a system to track copyright abuse on the Internet.
- ! Set up 60+ online surveys at Surveymonkey.com
- ! Software skills include mastery of 100+ software systems. Wrote programs for dBase III and 5, experience using Adobe Photoshop and imitators (such as Gimp); have used several HTML editors; spreadsheets; databases, Quicken, Quickbooks, PDF-creation software including Lightning PDF and Adobe Acrobat. Use Adobe Reader; several browsers; Thunderbird and Outlook for email; several FTP software systems; installed and taught staff to use both offline and online subscription management systems; have used two screenplay software systems (Final Draft and Movie Magic Screenwriter); experienced user of Adobe Pagemaker and InDesign CS5; created PDF e-books; experienced user of several PC-based and hosted email broadcasting and email blast systems.
- ! Set up PC networks, from ancient LANTastic and Windows 3.11 through Windows 7.

Management:

- Skilled at quickly thinking problems and projects through to their solutions, understanding the human and technical resources needed to complete the task, adapting and changing strategies and tactics as needed, and managing teams and resources through to completion on deadline.
- ! Founded and successfully ran business-to-business subscription newsletter
 - ! Secured funding, acquired and managed magazine publishing company
 - ! Meeting management: have run 15+ national/international meetings up to 2,500 attendance; in charge of all tasks (negotiating contracts, financial management, selecting speakers and sessions, on-site management, master of ceremonies, etc.)
 - ! Newspaper bureau chief
 - ! Staff director of U.S. Senate subcommittee

*See next page

Websites Designed And Built By William Donovan (Some With Offshore Programmer Help As Noted)

<http://screenwritingexpo.com>

I created this design, then retained offshore programmers to code the Flash on the home page, the PHP pages, and the MySQL database. I wrote most of the interior pages, edited and uploaded all the images, and set up the interactive registration forms taking the registrant from this website to the registration form site.

<http://insideinfo.com/expofilmfest/index.html>

I created the expofilmfest.org site using an HTML template and HTML editor.

NOTE: the former URL and many of the links no longer work because this site is inactive. I temporarily placed it at another site to show it as an example of my web work.

<http://insideinfo.com/greatloglines.com/index.html>

I created the greatloglines.com site using an HTML template and HTML editor.

NOTE: the former URL and many of the links no longer work because this site is inactive. I temporarily placed it at another site to show it as an example of my web work.

<http://suzannecorrales.com>

I created this site using Microsoft Word.

<http://screenwritingcommunity.net>

I created this site from scratch using an HTML editor and set up its buy-and-download shopping cart. This site sells two reference books I wrote for screenwriters.

Digital Publishing

Examples of Digital Flash Edition of a Print Magazine:

<http://creativescreenwriting.com/digital/2010.may-june/index.html>

<http://creativescreenwriting.com/digital/2011.jan-feb/index.html>