

MICHAEL MASON

email: me@mikemason.net

online: <http://www.mikemason.net/work/resume.php>

EXPERIENCE

EDITOR/WRITER

San Francisco. May 2002-present.

Freelance editing, writing, and content creation for various outlets. Current projects include a bi-weekly column on health and science for **The New York Times**. As consulting development editor on the relaunch of **San Francisco** magazine, organized editorial focus groups and strategized content, then concepted, assigned, and edited new departments and features. The relaunch issue was the magazine's most profitable ever. Other projects include web assessment, redesign, and media relations work at the University of California, San Francisco. Articles and reportage also have appeared in **Time**, **Newsweek**, **People**, **Martha Stewart Living**, **Health**, **Reader's Digest**, **The International Herald Tribune**, **National Geographic**, and many other magazines and newspapers. More info at: <http://www.mikemason.net/work/magazines.php>

DEVELOPMENT EDITOR, NEW MEDIA. HEALTH MAGAZINE (AOL TIME WARNER)

San Francisco. Jan. 2000-May 2001. Concurrent with other duties: 1995-1996, and 1999. *Health Magazine moved to Birmingham, Ala., in May 2001. I took a year-long sabbatical, partly in Europe.*

Conceived, produced, and launched consumer web sites for **Health** and its partners. Products were leaders in the online health category, eventually generating millions of monthly page views, attracting major advertisers, and extending the brand's reach. Among them: **Pathfinder's Healthy Living Channel** (1996), perhaps the web's first major health site and the basis for AOL/TW joint venture **Thrive**; **HealthMag.com** (1999); AOL's **Diet Advisor**, with Time-Life Books (2001); and **Health.com** (2001), one of the Internet's most valuable URLs. More info at: <http://www.mikemason.net/work/online.php>

- Directed online editorial strategies. Assayed reader and advertiser needs with editors and sales force. Reviewed competition for weaknesses. Architected site, oversaw design, acquired and originated content. Managed applications development, including creation of content-management systems, and server deployment. Hired and managed staff and contractors.
 - ⇒ *The **Healthy Living Channel** was the first consumer health site to offer extensive searchable medical databases, health news, and expert Q&As. The site's innovations – medical conditions centers, for instance – and its women-friendly focus were widely imitated. More info at: <http://www.mikemason.net/work/online.php?cat=hlc>*
 - ⇒ *At the end of its first six months, **Health.com** generated millions of page views per month and banner inventory worth many times the development cost. The site was profitable in its first year. More info at: <http://www.mikemason.net/work/online.php?cat=health>*
- Implemented non-editorial marketing efforts in support of **Health**. Developed web-based subscription interface, email newsletter, and book and magazine promotions. Initiated XML-based syndication of **Health's** medical reference content. Produced an interactive women's health CD for use in marketing kiosks.
- Served as liaison with AOL, CNN, Time-Life Books, and other Time Warner divisions in efforts to move **Health** assets across the company's multiple platforms. Evaluated partnership opportunities with third-party start-ups.
 - ⇒ *Technical collaborations with partners resulted in Time Warner's first online polls, an online exercise planner, a health newsfeed from CNN, exercise 'videos' in Flash, and AOL's "Diet Advisor," among other innovations.*

MASON, *cont.*

STAFF WRITER, HEALTH MAGAZINE

San Francisco. Sept. 1992-Jan. 2000.

Proposed, researched, and wrote articles for an award-winning national magazine with a circulation of 1.3 million. Primary focus on scientific developments of relevance to women. Features included first-of-their-kind reports on mad-cow disease, alcohol and female metabolism, and new heart disease risks. Required broad expertise in medical research and consumer trends. More info at:

<http://www.mikemason.net/work/magazines.php?cat=health>

⇒ *Articles were often newsstand bestsellers, were nominated four times for news awards from the Western Publishers' Assoc., and appeared in issues earning National Magazine Awards.*

REPORTER, NEWSWEEK

Atlanta. September 1990-July 1992, full-time contract; October 1989-August 1990, freelance.

Covered an 8-state territory for a national newsweekly. Expected to deliver colorful regional coverage on short deadlines without initial leads. Subjects included a wide array of high-profile news and features topics, many of them covers, including home-front developments during the Gulf War, Congressional check-bouncing, abortion rights, and AIDS. More info at:

<http://www.mikemason.net/work/magazines.php?cat=news>

REPORTER, TIME MAGAZINE

Atlanta. August 1988-October 1989, full-time contract; June 1985-August 1988, freelance. **People Magazine**, October 1989-August 1990, freelance.

Covered an 11-state territory for national newsweeklies. Reportage for **Time** encompassed subjects of national importance, including governmental mismanagement of nuclear plants and developments in AIDS research. For **People**, assignments tended to news events, with occasional celebrity coverage. Reported on occasion for other Time Inc. publications, such as **Fortune**, **Life**, and **Money**, as well as various start-ups. More info at: <http://www.mikemason.net/work/magazines.php?cat=people>

DEPUTY EDITOR (NEWS, PROFILES, RESTAURANTS, SPECIAL SECTIONS), SOUTHLINE

Atlanta. April 1986-June 1988. *Southline* was a politically oriented alternative weekly circulating in the five-county metro Atlanta area.

Oversaw **Southline's** political coverage, assigning and editing one full-time reporter and a freelance photographer. Edited a variety of regular features departments. Reviewed news service and syndicate offerings for inclusion in the paper. Wrote a humorous, news-oriented gossip column.

⇒ *The column was nominated for best commentary award by the regional Society of Professional Journalists, along with columns from **The Miami Herald** and **The Columbus (Ohio) Dispatch**.*

ASSOCIATE EDITOR, GOODLIFE

Atlanta. November 1984-May 1985. *Goodlife* was a lifestyle magazine distributed in nine East Coast cities. Circulation was 350,000.

Assigned and edited service pieces, arranged special editorial projects, including fashion/product shoots. First contact with the writer or agent; handled contracting for all writers; negotiated agreements with agents for excerpts, first and second serial rights, and work for hire.

EDUCATION

BA, ENGLISH LITERATURE

Davidson College, Davidson, North Carolina. May 1983.

References available on request.