

LARRY JAFFEE  
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*Experienced content strategist with  
high-tech and supply-chain acumen  
seeks opportunity with new dynamic  
organization in need of my skills*

**CURRENT ACTIVITIES:**

- **Author, *Resurrection: How Record Store Day Led to the Most Improbable Comeback of the 21st Century***, commissioned to write book by RSD, scheduled for publication April 2022
- **Co-Founder/Conference Director, Making Vinyl** <http://makingvinyl.com> B2B event on global rebirth of record mfg. industry; found sponsors (Detroit, LA, Berlin & virtual, 2017 to present )
- **Writer, SC magazine**, news & features on cybersecurity, 2010-2020.
- <https://www.scmagazine.com/author/larry-jaffee-3629/>
- **Adjunct College Professor**, Media, Journalism, Writing, Communication Arts. 2013 to present  
**New York Institute of Technology**, St. Joseph's College, CUNY-BMCC (English Composition)
- Recipient of 2021 NYIT Presidential Award for Excellence in Part-Time Teaching
- Fellow, Ponemon Institute, cybersecurity think tank
- **Contributor, [RocksBackpages.com](http://RocksBackpages.com)**, repository of world's best music writing, 2011 to present  
Also published in BMI; *Goldmine*, *Record Collector News*; *Record Collector* (UK); *Wax Poetics*; Huffington Post music blogger; *Wire*; *Billboard*; *Hollywood Reporter*; Women Across Frontiers, Audiophile Voice; *Rolling Stone*; New York Times, (social issues)

**Senior Copywriter, Linx Communications, August 2013-February 2014**

- Drove digital marketing with sales-oriented copy for digital marketing agency's diverse clients

**Conference Director, Marketing Consultant, December 2005-June 2012**

Strategy, writing and editing for clients' newsletters, speeches, press releases, ad copy

- *Future of Packaged Media* (conference executive producer, 2009, 2011 & 2012)
- Media-Tech Association (membership: physical media manufacturers)
- *Monster Cable* (on retainer in 2006 to consumer electronics manufacturer)

**Editor in Chief, *Promo* magazine, Penton Media, February 2007-June 2008**

- Directed all print/online editorial activities of B2B magazine focused on digital marketing

**Editor, *Medialine* magazine, CMP Information, January 1998-November 2005**

- Oversaw entire editorial process — from issue conception to final production
- Ran annual DVD/packaging conference/awards competition in Hollywood

**Editor in Chief, *MediaCentral.com*, Cowles New Media, August 1996-Dec. 1997**

- Spearheaded online strategy of 10 publications; negotiated content deal with AOL

**EDUCATION:**

Pennsylvania State University, M.A., Journalism  
Hofstra University, B.A., Communication Arts