

LARRY JAFFEE
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*Accomplished business professional
seeks opportunity to join dynamic
media organization to share
content creation/distribution skills*

PROFESSIONAL EXPERIENCE:

Journalist, Marketing Consultant & College Professor, February 2014-present

- *SC Magazine for IT Security Professionals* (cybersecurity technology magazine)
- *Making Vinyl* (Co-founder of B2B conference <http://makingvinyl.com> on rebirth of the global record manufacturing industry; conceived/ran debut event in Detroit, drawing 300 professionals)
- Adjunct Professor, New York Institute of Technology (since 2013) & St. Joseph's College (since 2016)
– teach courses in Journalism, Crisis Communications, Social Media, Advanced PR, Advertising Copywriting, Digital Storytelling, Business of Media, TV News Reporting
- PR for SolarUnited (energy trade association); Metacom (European marketing firm)
- *Package Design*; Huffington Post UK (since 2012); *The Audiophile Voice* (since 2000)
- Contributor: *International Psychology Bulletin* (academic journal); *Women Across Frontiers*

Senior Copywriter, Linx Communications, August 2013-February 2014

- Wrote website copy for digital marketing agency's diverse client base (e.g., Canon), including law firms, real estate, accounting, construction and charitable organizations

Editor, Equal Opportunity Publications, Inc., July 2012-August 2013

Sole editor of magazines that promote in HR diversity & inclusion, affirmative action

- *Equal Opportunity, African American Career World, Woman Engineer, Hispanic Career World, Workforce Diversity for IT Professionals, and Careers and the disABLED*

Media 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)
- *CB Information Services* (financial website, interactive guides to VC, angel investing)
- *Monster Cable* (on retainer in 2006 to consumer electronics manufacturer)

PREVIOUS PUBLISHED WRITING

- *The New York Times* Long Island Weekly stringer on social issues, politics, education
- *Rolling Stone, Parade, Vibe* magazine, *Billboard, Adweek, Hollywood Reporter, et. al.*

PREVIOUS FULL-TIME POSITIONS:

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

- directed all print/online editorial activities of B2B magazine <http://promomagazine.com>

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

- oversaw entire editorial process — from issue conception to final production
- chaired 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

Senior Editor, *DM News*, October 1991-August 1996

- covered direct marketing industry for weekly, publication's first web editor in 1995

Managing Editor, *CableVision* magazine, 1988-1991

- managed all editorial aspects of biweekly trade magazine

Senior Editor, *Multichannel News*, 1986-1988

- covered policy, marketing, programming, operations of cable TV industry
- served as Washington, DC bureau chief covering Congress, federal courts, FCC

Editor in Chief, *Fire Island News*, May-September 1983

- handled all aspects of publishing weekly newspaper for resort community

Entrepreneur, East End Company, November 1992-present

- editor & publisher, quarterly tabloid *Walford Gazette* on BBC-TV series *EastEnders*
- books *Albert Square & Me: The Actors of EastEnders* and *Walford State of Mind*
- website <http://www.wgazette.com> online since 1996
- editor & publisher, prototype magazine *UK:Cue – British Film, Theatre & Television*
- raised \$5,200 for successful Kickstarter crowdfunding campaign for *UK:Cue*

ADDITIONAL ACADEMIC EXPERIENCE & EDUCATION:

Adjunct instructor, St. Joseph's College, Patchogue, NY, January 2016 to present

College Media Association, March 2017 – presented two sessions, re: *Manhattan Globe*
– Advisor to only U.S. college newspaper started in 2016 & presidential election issue

Pennsylvania State University, M.A., Journalism, 1986 (as graduate assistant, taught two news-writing classes and developed syllabus and co-taught popular culture course)

Hofstra University, B.A., Communication Arts, 1980 (as adjunct instructor, 1984-1985 taught two news reporting and one feature-writing classes)

FILMS:

Writer/Executive Producer, *R. Crumb on Modern Package Design*, 15 minutes, 2004

BOOKS:

Co-author/editor/publisher, *Albert Square & Me: The Actors of EastEnders* (2009);
Walford State of Mind (2011)

Chapter contributor, *Creating Digital Content* (McGraw-Hill, 2002)

Chapter contributor, *The World Guide to Direct Mail Marketing* (International Bureau of the Universal Postal Union, 2001)

* *Professional and personal references available upon request*