

Jennifer Schaefer

1713 Chasewood Drive, Austin, TX 78727
Phone: 352-284-4154 | Email: schaefer.jennifer@gmail.com

OBJECTIVE

A highly motivated and hard-working professional with nearly 20 years of experience in writing, editing, and design within the newspaper and marketing industries. Seeking a content or project management role where I can apply my communication, organization and time management skills.

EXPERIENCE

August 2022 to September 2024: Land.com - CoStar Group

Production Manager/Editor - LAND and TEXAS LAND magazines

- Liaison between clients and creative team to create and produce ads and editorials
- Created contracts and managed through to invoicing
- Established timelines and deadlines for ad production, communicating that to clients and the design team
- Received ad copy, photos and creative requests and managed through to completion
- Proofread final copy
- Create and maintain a master mailing list for magazines with data pulled for several locations (subscribers, company clients, etc.)

January 2022 to August 2022: Community Impact Newspaper

Editor, Northwest Austin and Lake Travis-Westlake editions

- Review, fact check, and edit all articles to ensure the highest level of accuracy in reporting, that the tone and context of articles are appropriate, and that all sources are properly verified
- Lead, coach, and help manage the performance of Reporters, freelance writers and interns as applicable
- Interview news sources in person (or occasionally from the desk) from a variety of perspectives to ensure accurate reporting
- Generate original story ideas and present them at planning meetings
- Attend city council meetings, chamber meetings and other community events to serve as the "face" of the paper, develop relationships with sources and listen for story ideas
- Exercise independent discretion and judgment in researching and writing content-appropriate and engaging stories for print and digital, as well as contributing graphics and sidebar content for each story
- Coordinate with our digital team to ensure the market's webpage accurately reflects its print edition

December 2015 to December 2021: Gannett Design Center

Designer and Page Editor

- Edit and curate content for multiple sites, producing 10-15 pages per day.
- Collaborate with editors on ideas for projects
- Provide clean and correct content
- Manage multiple projects at a time
- Create visually appealing and clean design to entice audience

April 2014 to December 2015

Special Sections Coordinator: Panama City News Herald

- Plan, schedule and assign all projects
- Meet with editors and publishers to brainstorm new niche products
- Excelled in collaborating and brainstorming with local editors to create niche publications
- Create, design and edit content for niche publications
- Create templates/set styles for new and existing publications

June 2007 to April 2014: The Northwest Florida Daily News

Copy editor/paginator

May 2005 – June 2007: The Destin Log, Florida Freedom Newspapers

Real Estate Section Editor

EDUCATION

Bachelor of Science in Magazine Journalism, Minor in English at the University of Florida

Skills

- **Editorial skills:** Copy editing, proofreading and writing, AP Style
- **Technical skills:** Quark, Adobe Creative Suite, Wordpress, G-Suite, Microsoft Office, Naviga CMS, Basic SEO knowledge, NewsPublish CMS, Trello, Magazine Manager

Hobbies

Dachshunds, reading (book club member), true crime podcast junkie, technology, food blogger, thrifting/reselling