

DANIEL SCHUMACHER

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EDUCATION

Columbia Publishing Course, *Columbia University, NY* 2005
The College of William & Mary, *Williamsburg, Va.* 2005
Bachelor of Arts; double major in English and history

WRITING AND EDITING

Freelance Writing and Consulting; *New York, NY; Birmingham, AL* Oct. 2006 to Present
Wrote features and monthly dining and beer columns for *Birmingham Magazine*. Produced their food blog *Good Taste* and appeared in radio, TV, and podcast interviews. Feature writing for *Thicket Magazine* and Penton Media; digital consulting for Pace Communications; and research editing for Seek Publishing and Rodale, Inc.

Cottage Living; *Birmingham, AL* Aug. 2007 to Nov. 2008
Assistant Food Editor – Wrote and revised monthly food columns, and edited recipes from developers. Tracked and trafficked recipes throughout editing process. Coordinated recipe tastings with *Cottage Living* Test Kitchens staff. Maintained department schedule and assisted Food Editor in story planning. Supported art department in photo shoot planning and execution. Produced and wrote weekly posts for Dish Just In, the *Cottage Living* food blog

Gourmet; *New York, NY* Feb. 2006 to May 2006
Editorial Assistant – Assisted travel editor and senior features editor, edited recipes, input changes in InCopy, held cooks' meetings with senior food editor and test kitchen staff, and fact checked front-of-book articles

Food Arts; *New York, NY* Sept. 2005 to Dec. 2005
Editorial Assistant – Provided fact checking, research, light editing, and copy writing support

Writing samples and media appearances available at <http://www.aisle-9.net>

RECIPE TESTING

Kim Sunée Inc.; www.kimsunee.com June 2009 – Present
Workshop Coordinator – Organize and co-produce a travelling series of writing workshops with bestselling author Kim Sunée. Duties include booking venues, arranging transportation, handling logistics on-site, producing print materials, and managing workshop website

Test Cook – Tested recipes for accuracy; edited paper copies and reported variances

DIGITAL MARKETING

GeekHampton; *Sag Harbor, NY* Sept. 2010 to Present
Social Media Guru – Execute print advertising campaigns in eight area publications, produce twice-monthly e-mail newsletters, and manage social media presence on Facebook, Twitter, and YouTube for a growing Macintosh services company. Teaches individual, small group and large group lessons on Macintosh use and related technologies. Provides web development and design support for clients.

The Hot and Hot Fish Club; *Birmingham, AL* Nov. 2008 to April 2009
Media Coordinator – Managed communications for nationally recognized restaurant. Duties included writing press releases; pitching newspaper and magazine editors; managing owners' schedules for appearances and photo shoots; creating shot lists; producing monthly newsletter; copywriting for website and consulting clients

The Gourmetro; thegourmetro.net Feb. 2006 to Present
Producer – Write for and manage group food and travel blog

COMPUTER SKILLS

Intermediate HTML and CSS, MS Office, InCopy, InDesign, Dreamweaver, Photoshop, WordPress, custom CMS, e-mail campaign providers (Constant Contact, iContact, MailChimp, SubscriberMail), Google Analytics

REFERENCES

Cottage Living

Kim Sunée

Former Food Editor of Cottage Living and author of Trail of Crumbs

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Birmingham Magazine

Carla Jean Whitley

Managing Editor

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