

CASEY L. BARBER

food writer and culinary consultant

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PROFESSIONAL EXPERIENCE

Writing and Editing

- Co-founder/editor of the online magazine Good. Food. Stories., developing original written and multimedia content, cultivating and managing a roster of regular contributors, and implementing all back-end development and administration. Oversaw site growth to 10,000 monthly readers with ad-supported content.
- 10 years' experience writing, content editing, copyediting, and proofreading as a contributing writer, staff editor, and freelance writer published in *Gourmet Live*, *ReadyMade*, *DRAFT*, *iVillage*, *Time Out New York*, *First For Women*, *Interiors*, and other print/online publications.
- Experienced developer and editor of multi-level press campaign materials, including full media kits, press releases, corporate bios, fact sheets, and media alerts (see Communications Strategy section).
- 2010 and 2011 Special Mention honoree, Greenbrier Symposium for Professional Food Writers.

Culinary Consulting

- Freelance recipe developer and food photographer whose work has appeared in national print and online publications (see Writing and Editing section).
- Techniques class instructor/demonstrator at Williams-Sonoma (Montclair, NJ).
- Private cooking instructor and founder of Pass It On Parties, inspired by Jamie Oliver's Food Revolution and designed to foster community cooking.
- Featured demonstrator at the 2010 New York Botanical Garden "Edible Garden" series.

Communications Strategy

- Five years' experience developing and managing communications campaigns for lifestyle brands and non-profit cultural institutions.
- Extensive media outreach experience, securing coverage in high-level outlets such as the *New York Times*, the *Wall Street Journal*, *Vogue*, *W*, *Town & Country*, *Food & Wine*, *Newsweek*, *Vanity Fair*, *Apartment Therapy* and *Design*Sponge*.
- Project team leader for planning and implementation of press campaigns for product launches and high-profile events such as the deYoung Museum re-opening, the Whitney Art Party, and the launch of the David Stark for west elm product line.
- Successful development and management of social media campaigns and online branding for small businesses.

Professional Skills

- Experienced in implementing and modifying WordPress-based websites and creating SEO-friendly content.
- Proficient in Adobe Photoshop, Lightroom, InDesign, HTML, and QuarkXPress.
- Proficient in Cision MediaSource, Lexis/Nexis, Microsoft Access, and Filemaker.
- Proficient in French.

WORK HISTORY

Good. Food. Stories. Co-Founder/Editor	2009-present
Freelance Food Writer and Recipe Developer Professional Clips: caseybarber.com/portfolio	2009-present
Williams-Sonoma Cooking Instructor	2010-present
ReadyMade Magazine Contributing Writer	2010-2011
Chef's Laboratory Cooking Instructor	2010
Paul Wilmot Communications Senior Account Executive	2007-2009
Resnicow Schroeder Associates Account Executive	2004-2007
First for Women Magazine Assistant Editor	2002-2004
Walden Media Executive Assistant to CEO	2001-2002
Redefined Woman Magazine Design Director/Staff Writer	2001
Medill News Service Reporter	2001

EDUCATION

Northwestern University, Medill School of Journalism
MSJ 2001; Magazine Publishing, Editing and Writing; Graphic Design; New Media

Bucknell University
BA 2000; English and Studio Art/Art History; Minor in French