

David F. Carr

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Seeking writing, editing, and web consulting work. More than 20 years of writing and editing experience for newspapers, magazines, and online media, as well as commercial projects (white papers, technical writing, and ghost writing). Web consulting work combines practical knowledge with study of major players like Google and MySpace.

Carr Communications Inc.

Feb. 1996 – Present: My consulting firm provides writing, editing, and web consulting services. Moonlighted in this role while employed at Baseline and Internet World.

Writing and editing:

- Information technology management features for CIO Magazine, CIO Insight, CIOZone.com, Information Week, and Defense Systems.
- Copywriting for brochures, websites, and other marketing material.
- White papers and ghost writing for technology vendors.

Web consulting:

- Advise clients on Internet strategy, including email and social media campaigns.
- Skills include PHP/MySQL database-driven websites, AJAX, WordPress administration and customization, CSS, and PayPal integration.

Baseline Magazine, Ziff Davis Media

July 2001 – Jan. 2008: Researched and wrote in-depth case studies on information technology implementation and management. As Technology Editor, advised the editorial team on technology issues the magazine should be covering.

- Produced cover stories on the operations of large Internet properties, including Google, Yahoo, MySpace.com, and Second Life. My July 2006 "How Google Works" feature remains one of the most popular stories on baselinemag.com.
- Corporate cover story subjects included Herman Miller, Aetna, and the University of Pittsburgh Medical Center. In each case, the challenge was to define the corporate goals the firm was pursuing with the help of information technology and find ways to measure the success of those efforts.
- Joined as one of the first magazine staff members, prior to the publication of the first issue in October 2001, and helped turn it into a respected award-winning industry publication.

Internet World Magazine (formerly Web Week), Penton Media

1996 – 2001: Played a leading role in magazine cover stories and news analysis for online edition. Moderated panel discussions at the Internet World trade shows and other industry events. Helped refine the magazine's focus to emphasize Internet usage by businesses of all types, not just dot-coms.

Started as a freelancer in early 1996 and joined the staff as Senior Editor in September 1997. Promoted to Technology Editor, then Senior Technology Editor.

Digital Communications Services

Aug. 1994 – Feb. 1996: Vice President of Technical Communication. Managed projects and marketing strategy for a firm that provided research, writing, editing, and illustration services to software development organizations, particularly regarding object technology. Clients included IBM, Andersen Consulting, ITT Hartford, Hyperion Software, GemStone Systems, and Xerox.

Waterbury Republican-American

June 1988 – July 1994: Starting as a small town beat reporter with this newspaper in Waterbury, Conn. Developed a specialty in computer assisted reporting and lobbied for adoption of technology in the newsroom.

Highlights:

- Exposed deceptive fundraising practices by the Connecticut Humane Society. Prompted an investigation by the Connecticut Attorney General's office.
- Analyzed government data using spreadsheets and databases. Resulting stories analyzed the growth in state spending and taxes compared with inflation.
- Developed and maintained a network linking PCs, Macs, and typesetting system.

Education and Honors

- B.S. Journalism, Southern Connecticut State University, 1986.
- Certified PayPal developer, 2007.
- Novell Certified Network Administrator, 1994.
- Second place award from the New England Associated Press for an investigative report on deceptive fundraising by the Connecticut Humane Society, 1989.
- Published science fiction stories in Writers of the Future and Amazing Stories.