

# Tonya Rochele Knudsen

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## Objective

With ten years of authoring, editorial, design and creative leadership in emerging art, advertising and digital technology markets ... I am currently available for freelance print and web assignments. I accommodate both independent and on-site projects. See [www.TonyaKnudsen.com](http://www.TonyaKnudsen.com) for visuals and more information.

## Experience 2001 – 2004:

RENAISSANCE QUARTERLY, New York, NY

*Production Editor*

- ✦ Production management / art direction / book production for the Renaissance Society of America's quarterly journal, *Renaissance Quarterly*; their semi-annual newsletter, *Renaissance News & Notes*; and annual abstract book.
- ✦ Developed complex templates used for formatting Latin/Greek text including variants, page references, as well as the English translations, notes, footnotes and indices.

## 1998 – 2001:

LOOT L.L.C., New York, NY

*New Media Manager / Site Producer*

- ✦ Established and operated the New Media Department; oversaw the daily operations of [www.lootusa.com](http://www.lootusa.com).
- ✦ As a Senior Manager (and the company's first employee), developed and maintained departmental budgets, forecasts, operational reports, critical analysis and strategic planning.
- ✦ Worked interactively with Sales and Marketing Departments to create new revenue streams, increase product visibility, reinforce brand identity and generate national partnership interest.
- ✦ Increased impressions, users and visits by 400% in two years without incurring additional costs by training the company's reception team to engage in below-the-line marketing such as direct e-mail marketing, site introductions, award designations, search position strategy and editorial link acquisition.
- ✦ Strengthened traffic retention, increasing the duration of the average visit from 7 to 16 minutes with effective in-house campaigns and contests, driving users to new or overlooked areas of the site.
- ✦ Hard-coded all site script in Visual Interdev using HTML, DHTML and DLL technology, allowing for quick replication of content for co-branded channel usage.
- ✦ Facilitated the site's year 2000 re-build by developing user-friendly design and navigation architecture, accommodating both novice and expert users.
- ✦ Researched and coordinated, with the IT and Engineering Departments, the implement of new multi-media technology including auction service, subscription service, co-branded and WAP enabled channels for a variety of vertical markets including real estate, jobs, cars and personals.
- ✦ Intuitive and on-target troubleshooting abilities, combined with a strong commitment to deadlines, work ethics and professionalism, created an atmosphere conducive for the advancement of media and technological irrigation.



## 1996 – 1998:

LOOT L.L.C., New York, NY

*Production Team Leader / Creative Director*

- ✦ Represented department interests at all managerial meetings during the newspaper's launch and first years on the market.
- ✦ Produced a weekly classified ads newspaper and a daily Web edition, using sophisticated, proprietary layout software.
- ✦ Directed 'the look' of the newspaper by creating clever cover concepts and implementing an international award-winning house style in 1998.
- ✦ Generated print and Web display advertisements for clients, produced PR and marketing materials appearing in subway, street and print campaigns.

# Tonya Rochele Knudsen

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1994 – 2004:

## FREELANCE CLIENTS and PROJECTS, New York, NY

- ✦ 2004 Arena Studios Group Show – Curator, artist – Arena Studios, New York, NY
- ✦ 2002-2004 ArtMakerNYC.com – Web design, moderatrix - New York, NY
- ✦ 2004 *Soho Journal* – Writer – New York, NY
- ✦ 2002-2004 BlueMeadowFlowers.com – Web design – New York, NY
- ✦ 2004 [Launching soon.] Harpgrrl.com & AreaLanderos.com – Web design – New York, NY
- ✦ 2003-2004 Topsy and Dollhouses at the Dollhaus – Artist – Dollhaus Gallery, New York, NY
- ✦ 2003 Arcadia, the ArtMaker Tarot – Curator, artist – CB's 313 Gallery, New York, NY
- ✦ 2002-2003 |Ndustrial Novae | – Curator, artist – Pyramid Club, New York, NY
- ✦ 2001 *Manhattan Style Magazine* – Art direction / graphic design – New York, NY
- ✦ 2000-2003 Post Modern Dame Installations – Curator, artist – Various Galleries, New York, NY
- ✦ 1999 Ben Sherman, UK for Balet and Albert Advertising – Copywriter – New York, NY
- ✦ 1994-1999 Andasimo, Laboratory A, Kanae and Onyx and Efthemious Konstantine – Copywriter – New York, NY
- ✦ 1997 *Casting Magazine* – Copywriter – New York, NY

1994 – 1999:

## JUICE: SOUND, SURF AND SKATE MAGAZINE, New York, NY

*Managing Editor / Web & Print Design / Feature Writer*

- ✦ Assisted publisher with general publication management; designed and created templates for the music section of the print product and interviewed potential writers and photographers.
- ✦ Interacted heavily with music industry publicists and record labels, assigning features to writers and photographers.
- ✦ Wrote music features, interviews, show and CD reviews, fiction, extreme sports reports, horoscopes, editorials and maintained a music industry gossip column.

1991 – 1994:

## IN PUBLICATIONS, Boston, MA

*Editor / Journalist*

- ✦ Delegated staff assignments; trained new writers to establish news leads and contacts.
- ✦ Attracted new advertisers by making personal appearances as a local celebrity and staging community events and charity benefits.
- ✦ Increased circulation by initiating a new arts and entertainment column showcasing local artists.
- ✦ Wrote news, political analysis, features, reviews, columns, press releases and editorials.

1991 – 1994:

## COMPUTER APPLICATIONS

- |                            |                            |                             |
|----------------------------|----------------------------|-----------------------------|
| ✦ Adobe Acrobat,           | ✦ Macromedia               | ✦ HTML/ DHTML / ASP         |
| FrameMaker, Illustrator,   | Dreamweaver & Flash        | ✦ Steinberg Cubasis VST 5.0 |
| PageMaker, and             | ✦ Microsoft Access, Direct | ✦ Quark 4.0                 |
| PhotoShop                  | Music Producer,            | ✦ Visual Interdev 6.0       |
| ✦ Corel Word Perfect Suite | FrontPage, Office [Excel,  |                             |
| & Draw                     | Outlook, PowerPoint,       |                             |
|                            | Word] Project              |                             |

1991 – 1994:

## BOSTON UNIVERSITY, Boston, MA

*College of Communication / 1994*

- ✦ BS - Print and Broadcast Journalism, Communication Science Sequence
- ✦ BS - Sociology of Knowledge and Information Studies