

Samuel G. Costello

Contact

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Objective

Quality-focused challenge seeker with excellent ability to adapt to new environments, goals, and styles seeks fresh opportunities in publishing, online media, web development, content creation, or writing.

Selected Work Experience

Vice President of Operations, 3000K, Web development agency.
November 2003—December 2006. Worcester, MA.

- Supervised and delivered projects for clients consisting of design, production, custom programming, systems integration, online and offline marketing, including direct mail, email and search engine campaigns.
- Oversaw double-digit revenue growth three consecutive years, including 120% growth in first year.
- Managed all operations while president was chronically ill for nearly 18 months.
- Determined pricing, strategy, direction, and marketing, with president.
- Identified and qualified prospects, conceived projects, and executed on plans.
- Managed staff of five designers, producers, and programmers.
- Acquired talent through hiring, partnerships, and selecting freelancers.
- Managed as many as 10 website development projects simultaneously.

Freelance Writer/Editor, Various.

August 2002—present. Philadelphia; Bend, OR; Providence.

- Published in magazines including PC World, Rue Morgue, and Punk Planet.
- Wrote for business clients including Samsung and Main Line Health.
- Editor of *Rhode Island Home*, *Living*, and *Design* magazine.
- Co-wrote a memoir, *The Cat's Got Nothing on Me*, available at Amazon.com and BarnesandNoble.com.
- Co-founded, edited, and wrote for www.DarkButShining.com, a blog about horror, science fiction, and fantasy movies, comic books, and novels. Site readership is nearly 20,000 readers and 70,000 page views a month.

U.S. Correspondent, IDG News Service, International wire service.

June 2000—August 2002. Boston, MA.

- Generated and executed story ideas, covering computer security and digital copyright issues.
- Developed relationships with vendors, industry analysts, and sources.
- Managed multiple assignments simultaneously, producing an average of three stories a day.

Skills and Abilities

- Published over 850 articles in magazines and websites, nearly 250 blog posts.
- Project management and process improvement; Outstanding written and verbal communication; Excellent team or independent worker.
- Computer Proficiency: Windows, Mac OS X, Microsoft Office, HTML, Macromedia Contribute, Photoshop, InDesign (basic).
- Web Development/Marketing: general web development practice, search engine placement/optimization, writing for the web.

Education

Ithaca College, Ithaca, NY.

Magna cum Laude: B.A.: Media Studies, Minor: History.