

## **John Harney**

1708 Grandin Ave.

Rockville, Md. 20851

240-603-6448 (Mobile)

[johnharney2@netzero.com](mailto:johnharney2@netzero.com)

### **Summary**

Results-oriented writer/editor with over 15 years of business and technology writing experience as an independent contractor and correspondent for various private, public sector clients and prestigious technical publications as well as editor of prominent magazines. As independent contractor and correspondent, accomplishments included, among others, writing a technical book and researching and writing numerous feature articles, white papers and research reports. As editor, responsible for overseeing all editorial operations of two magazines.

### **Professional Experience**

**Writer/Editor (contract and freelance), Washington, DC** 2003-present

Research, author and copy edit books, feature articles, case studies, white papers, research reports, columns, advertising and marketing materials targeting specific niche audiences. Materials include --

- A Book --  
“Application Service Providers – A Manager’s Guide” (Published by Addison Wesley)  
Broke ground as one of the first books on this subject and served to educate its audience about Application Service Providers’ functioning and financial potential.
- Feature Articles in --  
Technology Review – A Massachusetts Institute of Technology magazine about cutting edge technologies of all kinds. Advanced experimental technologies that had humane applications.
- White papers for --  
Information Manufacturing Corporation – For instance, one published on website as “Information Lifecycle Management – the Real Thing.” Personally changed the company strategy with a new concept for managing information.
- Research Reports for --  
Cutter Consortium – For instance, “Business Process Management – All Roads Converging on a New Technology Boomtown.” Publicized an emerging technology that would explode into a new discipline.
- Marketing Brochures for --  
Doc Harbor – For example, “doc Harbor – High-Value, Low-Cost Outsourced Document Management at Your Command.” Explained the value of a leading Application Service Provider and how it could offer outstanding features at a low cost.
- Website for--  
Information Manufacturing Corporation -- Conceived key graphics and wrote all copy for its website. Established essential online profile of company’s services.

**The Washington News Bureau – Correspondent, Washington, DC** 2001-2003

- Researched and wrote a variety of features, case studies, and magazine advertorial inserts on a diverse array of subjects dealing with information technology.
- Advanced the revenues of the bureau through aggressive enterprise reporting.
- Advertorials especially yielded significant marketing revenue for clients.

**Imaging magazine – Editor-in-Chief, New York, New York** 1999-2001

- Oversaw all editorial operations of this leading content management trade magazine.
- Researched, wrote and copy edited features and case studies.
- Wrote headlines, decks and sidebars.
- Maintained yearly editorial calendars.
- Edited and fact-checked articles.
- Proofread final pages before print.
- Coordinated with internal art director to create cover art and art concepts for articles.
- Conducted monthly meetings with staff to review assignment content and to create art concepts for their articles.
- Attended and reported on trade shows, interviewed vendors demonstrating products, evaluated their demos and wrote product reviews of demos in later issues.
- Managed a staff of four writers, an art director and an intern.
- Coordinated with freelance writers, advertising representatives and advertisers.
- Significantly enhanced circulation by 27,000 or 30%.

**Inform Magazine – Editor, Silver Spring, MD** 1994-1999

- Oversaw all editorial operations of this premier monthly content management association journal.
- Researched and wrote features, case studies, and special reports.
- Oversaw creation of product feature/function charts.
- Wrote headlines and decks
- Maintained yearly editorial calendars.
- Coordinated with outside art service to devise cover art as well as art concepts and type solutions for articles.
- Coordinated with freelancers, advertising representatives and advertisers.
- Evaluated vendor products demonstrated at the magazine.
- Attended and reported on trade shows having to do with the content management industry and interviewed vendors demonstrating products there.
- Managed an Assistant Editor.
- First Editor to exceed \$IM (by \$200,000 or 20%) in annual advertising revenues.

**Education**

MFA Writing, Columbia University, New York, NY

BA with Honors, English Literature, Randolph-Macon College, Ashland, VA