

MACK REED

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OVERVIEW

- Strategist on enterprise social, mobile, content, branding and business process
- Information architect / UX designer for web, smartphone, desktop and multi-touch
- 14 years in multidisciplinary interaction development & strategy
- 10+ years in online and print journalism

EXPERIENCE

Factoid Labs

Sole Consultant: 2002 – present

- Developing user experience design and strategy for enterprise & startups
- Creating information architecture, social planning and UX design for Fortune 500 companies
- Managed 52 city blog captains for the worldwide Metblogs.com network (2006-2008)
- Created and managed LAVoice.org, a public weblog for all of Los Angeles (2003-2007)

speakTECH/Perficient, Inc.

Lead Business Consultant, 2007-2011

- Developed information architecture and UX for web, social, desktop, mobile & multi-touch
- Led strategy on social, content and branding projects for Perficient's Interactive Agency
- Instituted social-monitoring practice for pre-sales & project-development
- Delivered white paper on enterprise social-technology strategy
- Conducted business analysis and developed proposals leading to \$15m+ in project sales
- Client sample: 20th Century Fox, AAA, Elan, Dell, Boeing, NewsCorp, Ticketmaster, USAA

National Science Foundation and USC Information Sciences Institute

Communications Manager, Senior Consultant, 2002 – 2005

DigitalGovernment.org

- Developed complete internal/external communications program for NSF's public-policy/IT research organization on Digital Government
- Developed strategy and UX for web, social and multimedia communications
- Designed, built, and launched a social/collaborative toolset for a community of more than 200 of the nation's top computer scientists and government data experts
- Designed and edited a print/CD-ROM proceedings publication for the annual conference

Cox Interactive Media

Content Manager, Senior Producer, News Producer, 1997 - 2001

LAinsider.com • OCnow.com

- Helped conceive, design, build, launch and manage staff for four major regional portals
- Developed content and strategy for innovative Web products including 150-page L.A. County Neighborhoods Guide, Disaster Guide, live SoCal traffic maps and public-affairs forums
- Managed entertainment coverage & content, from Psychic Kitty to the weekly *Insider 15*
- Grew Orange County audience to 81,000 unique visitors & 404,000 pageviews/month
- Grew Los Angeles County audience to 200,000 uniques & 2.3 million pageviews/month
- Managed content partnerships with KFWB.com, AngelsBaseball.com and MightyDucks.com

Los Angeles Times

Staff Writer, Columnist, 1990-1997

- Covered city government, defense contractors and breaking news: Northridge earthquake, Rodney King verdict, California AIDS Ride, and the Burning Man Festival on deadline
- Wrote "Street Smart," a weekly column on SoCal freeway life
- Won the California Bar Assn. Award for an exposé on the shortage of Death Row lawyers
- Won Ventura County Press Club awards for coverage of gang culture and 9-day wildfires

Philadelphia Inquirer

Reporter, 1987-1990

- Covered criminal courts, city government and general assignment in northern Delaware
- Won the National Mental Health Assn.'s Silver Medal for exposing overcrowding and mistreatment at a major psychiatric hospital

SKILLS

Strategy

- Developing strategy for brand, content and user-experience
- Building social strategy on social analysis, community design & monitored execution

Management

- Leading teams in product and content development
- Training teams on social interaction and brand experience
- Identifying, recruiting & signing talent
- Negotiating content partnerships, salaries and provider fees
- Overseeing partnerships and internal intradepartmental agendas
- Adhering to and advancing strategic goals
- Developing sentiment-management strategy for public comment & criticism
- Setting, upholding and enhancing standards for voice, style and QA

Content

- Directing brand voice, including messaging, writing style, interaction and visual design
- Analyzing market trends and adjusting content to meet audience demands
- Executing raw ideas and pre-designed plans, from initial concept through live publishing

Technical

- UX/information architecture for platforms including SharePoint 2010 in Visio, OmniGraffle
- Social-monitoring strategy with Alterian SM2 and web tools (Google, Technorati, etc.)
- Web development in raw HTML, CSS, Unix; familiar with MySQL, Java, PHP architecture
- Creative development with Adobe Creative Suite, Microsoft Office Suite
- Experienced with setup of open-source CMSes (Joomla, Wordpress, MT, etc.) and wikis

PUBLICATIONS:

- *Too Damn Fast – How to match the blistering evolution of social media with effective internal & external social technology strategies – (white paper), 2009, speakTECH.com*
- *Digital Government Community-Building and Outreach (with Yigal Arens) – 2005, Proceedings of the National Conference on Digital Government Research*

EDUCATION

Brown University, B.A. in American Civilization, 1981

Rhode Island School of Design, advanced photography studies, 1980-1981