

# Seth J. Bookey

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## WORK EXPERIENCE

Jobson Publishing, New York, NY

Contributing Editor, *VisionMonday*, *20/20 Magazine*, and *LabTalk*, 1/2005–present

- Write features and news stories for and contribute research to publications in the Jobson Optical Retail Group.
- Write stories and take photographs for daily on-site magazines at Vision Expo, OLA meetings.
- Post art and stories onto VisionMonday.com Website; convert art from print to Web usage.
- Work on database entry, archiving, and converting ads into PDFs for 20/20 production department.

Senior Editor, *VisionMonday*, 4/2004–12/2004

- Responsible for covering lens, equipment, and technology beats within the optical industry.
- Generated ideas for features and stories for lens, equipment, and technology coverage.
- Contributed stories to *VMail*, a twice weekly e-mail newsletter.

Managing Editor, *Vision Monday* and *VisionMonday.com*, 11/1999–4/2004

- Responsible for production of biweekly, 4/c optical industry newspaper (circulation: 25,000).
- Managed staff editors, freelancers, and art director; planned issues with editor and staff.
- Wrote headlines and coverlines; worked with art director on feature layouts and redesigns.
- Oversaw production and content of three consecutive daily publications on-site at International Vision Expo twice a year; served as editorial liaison to show management and Vision Council of America.
- Responsible for production of *VisionMonday.com*; worked with Web team and IT department.
- Planned and ensured transmission of *VMail*, a twice-weekly email newsletter (circulation: 13,000).

SIGS Publications/101communications, New York, NY

Managing Editor, *Application Development Advisor*, *C++ Report*, 3/1997–11/1999

- Responsible for the supervision and production of two 4/c newsstand publications and their online counterparts.
- Coordinated work with remote offices, designers, and Web service providers.
- Wrote coverlines, tables of contents, and similar material for online magazines.
- Planned issues with outside editors; acquired manuscripts and organized special sections.
- Hired and managed editors, freelancers, and interns.
- Worked with marketing, ad sales, conferences, and circulation departments to promote the magazines.

Associate Managing Editor, 5/1996–2/1997

Assistant Managing Editor, 2/1994–5/1996

- Responsible for copy editing and complete production of several electronically produced publications, including *C++ Report*, *Smalltalk Report*, and *The X Journal*; helped launch *The Java Report*.
- Created databases to track issues and author information.
- Supervised work of assistant, typesetter, and freelancers; served as liaison to authors and editors.

## EDUCATION

Graduate School of Library and Information Studies, Queens College, 2/1994–5/2006.

- President and Newsletter Editor, Student Association, 9/1995–6/1997.
- Courses in management, business reference, humanities reference, online database searching, and Web design.

Hofstra University, 8/1981–5/1985. B.A. degree in Communications, minor in English.

## SPECIAL SKILLS

- Proficient on UNIX, Mac, and DOS platforms, and on Quark, FileMaker Pro, Photoshop, and Web-based softwares.
  - Research involving a variety of print and electronic sources.
  - Basic knowledge of French, Spanish, and German.
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