

**John Travis Holt**  
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**Skills Summary:**

- Managing Editor for Greater Diversity News and GreaterDiversity.com, managing production, establishing content and style guidelines. Also developed online journal MBEAdvocate.com and NBFEEA.com
- Online producer responsible for developing marketing and content management systems online for the successful implementation of print-to-Web initiatives, overseeing marketing and graphic design.
- 8 years of on-going professional training and experience working with editorial staff, photo journalists and contributing writers developing content strategies that target readership within specific markets.
- Advanced knowledge of content-rich online resources development, overseeing editorial focus, copy editing (AP style), user-friendly design, and online sales strategies, restructured production processes to reduce overhead and streamline operations.
- Excellent organizational skills and attention to detail, ability to manage multiple projects, work within budgets and meet deadlines consistently.
- Visual arts background, and BA in English from the University of North Carolina. Worked remotely five years in Paris, France. Fluent in French.
- Advanced skills in CSS2, SEO, Linux/Unix languages, HTML, PHP, JavaScript, Sharepoint administration and most content management systems.
- Create online marketing campaigns and manage interactive projects for businesses: <http://napasponsors.com>, Coca-Cola sites, <http://www.greaterdiversity.com/>, <http://www.okubicaffe.com/>(French site), <http://www.Manheim.com/>(Web analytics and French translation project).
- Advanced skills in Microsoft and Apple software, QuarkXpress, InDesign, Photoshop, Illustrator, Flash and DreamWeaver. SharePoint site development and graphics customization, SharePoint Team Workspace implementation and administration.

**Employment/Clients:**

**March 3, 2008 – July 3, 2008**

**Sagepath Inc., Sagepath.com, Atlanta, GA**

**Project Manager: Content updates, SharePoint, graphic design, HTML-based projects**

- Managed production of six Home Depot special order publications: InDesign, copyedits, PhotoShop color corrections, and vendor updates.
- Lead HTML code development for Coca-Cola's internal business plan site "Manifesto for Growth 2015," working with the client to edit content and site graphics updates.
- Provide graphic design support for Coca-Cola Customer Portal daily content postings.
- Perform weekly content, HTML, Java and CSS code updates/edits for nine client sites. Managed content updates for three different content management systems: Sharepoint, Stellant, Joomla.
- Translate graphic comps for clients into HTML, XHTML and email-based code, preparing images and CSS.

**June 20 - August 2007**

**COX Enterprises, Manheim.com, Atlanta, GA**

**Web Analytics Audit/Translation**

- Performed code audits of Web analytics software (WebTrends) for 170 partner sites of Manheim.com.
- Translated Manheim.com simulcast auctions into French.
- Designed help section for new Manhiem.com auction site.

**April 2002 – March 2008**

**Greater Diversity News, Wilmington, NC and Paris, France**

**Managing Editor/Online Producer**

- Managed production for Web and weekly print publication, including content development and online classifieds.
- Oversaw all graphic design for print and Web, including all digital and print marketing material.
- Managed production and editorial staff, contributing writers, freelancers and photo journalists.
- Developed initiatives to improve site optimization, subscriptions and online advertising revenue;
- Restructured operations for enhanced online presence and reduced print production's overhead.
- Developed information architecture for GreaterDiversity.com and related projects; designed all graphics and Flash.
- Developed and directed print-to-Web initiatives, managing weekly content flow from print to Web.

**January 2000 - March 2002**

**Greater Diversity News, Wilmington, NC and Paris, France**

**Assistant Managing Editor**

- Lead developer of GreaterDiversity.com online classifieds and Web magazine's editorial focus;
- Wrote articles, fact checked, conducted interviews, acquired photos and worked with French press offices;
- Copy edited print and Web content, and managed freelancers;
- Worked with production team to develop innovative graphics and typography for print edition (Greater Diversity News);
- Designed marketing material for Web and print; oversaw pagination and prepared photos using Photoshop;
- Wrote training manual for production team outlining company philosophy and style guidelines;
- Created Intranet services for in-house communications and training.
- Served as a correspondent in Paris, France while studying at the Sorbonne (clips available at <http://johntravis.com>);

**May 1999 – Dec. 1999**

**The Challenger, Wilmington, NC**

**Production Assistant**

- Designed pages for newsprint using Quark;
- Edited photos using Adobe Photoshop;
- Copy editing using Associated Press style guidelines;

***Education:***

- Nieman Conference on Narrative Journalism, Harvard School of Journalism and the Poynter Institute
- The University of Paris, The Sorbonne - studied French language, culture and politics
- BA English, University of North Carolina at Wilmington – 2000
- Design, Black Mountain Arts & Humanities College, NC – 1988
- Visual Arts, Western Piedmont Community College, Morganton, NC – 1987