

Joel H. Abrams

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EXPERIENCE:

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| Partnership Development Specialist | CSMonitor.com | Boston |
| | Negotiated co-brand partnership with AOL for the Christian Science Monitor's award-winning website. Arranged licensing agreements with ABCNews.com, MSN MoneyCentral, and other sites. Project manager for email newsletters and packaged archive sales. Created and promoted RSS feeds. Analyzed site traffic (full-time Oct. 2001-Jan. 2002; part-time Jan. 2002-present). | |
| Executive Producer | Informio | Lexington |
| | Planned content for voice-based wireless phone services. Strategized on what users would want to hear, and defined services to meet those needs. Created content strategy for co-branded service with RealNetworks. Project manager for usability testing and usage-tracking system development (June 2000-May 2001). | |
| Senior Producer | Inc.com | Boston |
| | Supervised content and community for small business owners. Evaluated software packages; implemented new BBS area; analyzed editorial traffic and usability; and lead efforts to drive traffic between related content, community, and commerce areas (October 1999-June 2000). | |
| Managing Producer | Lycos.com | Waltham |
| | Developed content channels for 2 nd -most-visited portal on the web. Managed seven producers, including producers on news, search and integration teams. Lead the editorial effort to drive traffic between different Lycos websites. Coordinated the integration of content and e-commerce into search results. Structured deals with content providers and implement co-branded content sites (October 1998-October 1999). | |
| Producer | Lycos.com | Waltham |
| | Created new web directory and supervised 16 freelancers expanding and updating the directory. Pioneered online news coverage on Lycos (August 1997-October 1998). | |
| Producer/Writer/Copy Editor | CNN International, CNN Headline News | Atlanta |
| | Produced <i>World News Europe</i> : a showcase, prime-time newscast for Europe, anchored in London and seen globally. Also produced live breaking news and pilot shows. Supervised editorial staff of 11; chose stories and ordered them in show; assigned writers; coordinated live shots; liaised with technical staff. Also wrote lead stories on breaking news stories. Checked scripts for accuracy, editorial balance, and grammar. (1990-1997). | |

EDUCATION:

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| Simmons College | Candidate for MLS |
| | Expected completion June 2005. |
| Harvard College | B.A. <i>summa cum laude</i>, 1990 |
| | Majored in Comparative Religion. Phi Beta Kappa. |

References Furnished on Request