

**John Pecorelli**  
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### **Summary:**

- Experienced magazine, newspaper, and Internet line editor with knowledge of all major style guides
- Award-winning feature writer and technical editor
- Seasoned copy editor, proof reader, and fact checker
- Experienced technical illustrator and digital photographer

### **Computer Skills:**

Mac and PC platform experience includes Adobe Acrobat, GoLive, Illustrator, InCopy, InDesign, and PhotoShop; Microsoft Office, PowerPoint, Publisher, Word; QuarkXPress

### **Professional Experience:**

#### **Fujitsu-Ten Corporation (Los Angeles, CA)**

December 2003 to September 2005

##### **Technical Writer**

- Performed all aspects of instructional manual publication (art, editorial, and layout)
- Created intricate vector illustrations in Illustrator
- Composed and edited technical data for electronic products
- Constructed publication layout using Quark, Illustrator, PhotoShop, and Word
- Consulted with tech staff throughout publication process
- Posted and updated material on company website, faxback system

#### **Microsoft Games Division/Volt (Salt Lake City, UT)**

February 2001 to April 2003

##### **User Education Lead (Contract)**

- Composed and edited all in-game and instructional manual text
- Guided publication schedule between art, editorial, geopolitical, and legal departments
- Led brainstorming sessions for instructional manual design and content
- Translated technical materials to readable, informative copy
- Created house style guides for all published and in-game text

#### **S & L Unlimited, Inc. (Salt Lake City, UT)**

October 2001 to March 2002

##### **Senior Staff Writer**

- Composed and edited features and product profiles for company's newsletters and catalogs
- Created and updated house style guide for all published and in-house text
- Wrote colorful, informative promotional copy in conjunction with marketing staff

**Market Media Design** (Salt Lake City, UT)

November 2000 to January 2001

**Editorial Director (Contract)**

- Developed 220-story editorial package for start-up Web site
- Led brainstorming sessions on site design and content
- Sought out and mentored freelance editorial staff
- Collaborated with art department on site photography and layout

**McKinnon-Mulherin, Inc.** (Salt Lake City, UT)

April 2000 to October 2000

**Senior Staff Writer**

- Composed PowerPoint product documentation for corporate clientele
- Coordinated production of materials via editorial, art, and marketing departments
- Edited and revised technical training courses in HTML
- Wrote and edited company marketing materials

**Los Angeles Times** (Los Angeles, CA)

1998-2000

**Features Editor**

- Composed features, news stories, and business reviews for Web publication
- Edited all Web site copy in HTML for tone, length, and Los Angeles Times style
- Edited and composed text in HTML
- Shot and edited photographs for Web publication

**Petersen Publishing** (Los Angeles, CA)

1996-1999

**Copy Editor to Editor in Chief**

- Edited all copy for style, grammar, and length at *Rod & Custom* magazine
- Directed all copy in timely manner between art and production departments
- Promoted to copy chief of company's flagship publication, *Hot Rod* magazine (circulation: 750,000)
- Enforced difficult deadlines while maintaining a relaxed work environment
- Assisted in development of editorial style guide for more than 30 publications
- Promoted to editor in chief of special issue, *Hot Rod DeLuxe* magazine
- Hired and mentored freelance writers and artists
- Promoted magazine at industry and public events

**Alternative Press Magazine** (Cleveland, OH)

1995-Present

**Contributing Editor**

- Composed more than 300 feature stories, news items, columns, and reviews (100-5,000 words each)

**Previous Employment:**

Northwest Publishing Corp. — **Editor**

Daily Utah Chronicle — **Assistant Feature Editor, Copy Editor**

## **Other Publishing:**

*CMJ Music Monthly; Conde Naste Traveler; Georgia Strait Magazine; Guitar World Magazine; Hot Rod Magazine; Ice Magazine; LA Weekly; Los Angeles Times.com; Melody Maker Magazine; Raygun Magazine; Rod & Custom Magazine; Rolling Stone.com; Salt Lake Magazine*

## **Education and Awards**

- **Bachelor of Science Degrees** (Journalism; Physical Anthropology), University of Utah, 1991
- **First Place Magazine Feature**, Society of Professional Journalists, 2002
- **Excellence in Editing**, Society for Technical Communication, 2002