

# Jody L. Rohlena

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Editor with proven track record for producing top-rated content for magazines and the web. Creative thinker and idea factory with an ear for language and an eye for display copy. Master packager, able to present information to entice readers, combining words, graphics, and entry points. Experienced media spokesperson. Effective and enthusiastic collaborator.

## EXPERIENCE

### CONSUMER REPORTS

2015 – present

#### Senior Editor

Edit and top edit content from short news items to features for top consumer magazine. Responsible for entire front of book as well as some well content. Plan lineups, coordinating with editors and writers in our five content focus areas (money, health, home, tech, cars) as well as art directors, lab technicians, safety experts, and other in-house experts. Manage special products for landmark 80<sup>th</sup> anniversary. Liason with key departments including advocacy, communications, marketing, social media, survey, and more.

### SHOPSMART

2008 - 2015

#### Deputy Editor

One of two editors responsible for shaping, planning, assigning, editing, and writing uniquely beloved consumer-friendly shopping and lifestyle magazine published by Consumer Reports. Produced mission-central shopping content, including features, tips, news items, surveys, secret-shopper price scans, and more. Conceived and executed ambitious special projects including top-rated story of all time, according to reader polls. Worked closely with freelance and in-house writers and experts to create groundbreaking stories. Planned cover stories and wrote coverlines. Collaborated with market editors for fashion stories and annual holiday gift guide. Developed and produced all health and technology content. Helped shape procedures for vetting websites and apps based on customer service, privacy, and other key policies. Worked to develop brand's growth strategy including digital expansion. Wrote regular posts and helped manage website, ShopSmart.org. Helped plan, coordinate, and execute social media efforts. Promoted ShopSmart regularly on TV and radio and in other media.

### BOTTOM LINE / NATURAL HEALING

2008

#### Editor

Created, planned and edited monthly publication devoted to complementary and alternative medicine. Worked closely with prominent naturopathic physician, plus writers and researchers, to present cutting-edge health news and practical advice. Charged with shaping the direction of this new publication. Reported directly to Editorial Director.

**READER'S DIGEST****1997 - 2007****Senior Staff Editor**

Assigned, edited and wrote articles, including narratives, dramas, and service features. Managed humor division, overseeing and top-editing team of staff and freelance editors, writers and scouts who create the magazine's best-read sections. Produced a number of the most popular articles in RD history, according to reader poll. Created new Only in America department, which immediately became a top-ten favorite, and other popular special features. Coordinated Everyday Heroes program, including monthly feature and Hero of the Year contest. Helped plan and execute annual humor-themed issue, always the year's top newsstand seller. Wrote coverlines, heds, and deks. Promoted RD on television and radio. Helped produce Stand Up for the Children event, an annual comedy showcase benefiting St. Jude Children's Research Hospital, working with Legal, IT, and Customer Care, plus multimedia coordinator, talent, and contestants. Worked closely with web team, producing content for rd.com. Youngest Senior Staff Editor ever at RD, promoted after tenure as Senior Editor and Associate Editor.

**FIRST FOR WOMEN****1995 - 1996****Senior Editor**

As third in command, top-edited junior staff. Conceptualized, assigned and wrote articles, including special sections. Edited book excerpts. Worked closely with experts in internal medicine, pediatrics, psychology, and fitness to produce departments.

**FREELANCE WRITER/EDITOR****1994 - 1995**

Wrote articles for national magazines. Evaluated books and edited excerpts for *Ladies Home Journal* and *New Woman*. Helped develop prototype for new women's magazine. Contributed to book, *The Girls' Guide to Life* (Little, Brown).

**NEW WOMAN****1988 - 1994****Senior Editor**

Edited original articles, book excerpts and columns. Topics included psychology, relationships, health, and money. Negotiated for rights with publishers and agents. Wrote features and produced annual *Men We Love* special section. Edited book, *Sounds Like a New Woman* (Viking, Penguin).

**EDUCATION**

University of Iowa: B.A. in Journalism/Sociology, With Distinction  
New York University: coursework at School of Continuing Education

**ACHIEVEMENTS**

- Built national reputation as shopping expert
- Regularly promoted content on national and local TV news outlets including Today, Today with Kathie Lee and Hoda, CBS Up to the Minute, Fox and Friends, and others, as well as regular multi-city satellite media tours
- Helped coordinate major events including annual comedy showcase and fundraiser for St. Jude Children's Research Hospital and Free Wheelchair Mission's Ride for Mobility, a bike ride across the United States that raised more than \$500,000

- Judged and presented award at Boys and Girls Clubs Youth of the Year event
- Spoke at writers' conferences
- Coordinated Take Our Daughters and Sons to Work Day and ASME internship programs