

## **Stephen F. Lindsley**

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### **PROFILE**

**Accomplished writer and editor with strong research, computer and Web-related skills.**

### **TOOLS**

Highly familiar with both PC and Mac platforms, QuarkXpress, Adobe Photoshop, Microsoft Office suite of software, including Word, Excel, PowerPoint and Access. Also Adobe Acrobat, Macromedia Dreamweaver and Fireworks, Microsoft Front Page and many other Web design tools.

### **EDUCATION**

- Bachelor of Arts, Philosophy; Bachelor of Arts, English, May 1992, University of Missouri, St. Louis.
- Founding member of the UM-St. Louis chapter of Sigma Tau Delta, an international English Honor Society.
- Kansas City Art Institute, Foundation Program, 1985 - 1986: Photography, Graphic Design, Printmaking

### **EXPERIENCE**

#### **Marketing Director / Documents Editor, NISA Investment Advisors – March 2005 – present**

- Coordinate the execution of marketing materials, RFPs, periodic reports and other printed material for a firm managing more than \$33 billion in pension funds and other assets for 77 clients.
- Manage commercial printing of materials including soliciting bids, vendor selection, and production process.

#### **Business Editor, *Ladue News*, a weekly newspaper, a Pulitzer Inc. publication – May, 2003 – January, 2005**

*Nominated for Small Business Administration's **Small Business Journalist of the Year Award, 2003***

- As Editor, managed every aspect of *Network*, a 20- to 28-page monthly business newspaper published as part of *Ladue News*, with a circulation of 40,000. Wrote several articles each month and managed freelance and staff writers. Planned article topics, performed extensive research, assembled sources, assigned articles, and reported on business events and concerns, including regular photographic contributions.
- Oversaw production of each issue, coordinating the efforts of an assistant editor, copy editor, art director and production artists. Also edited, wrote articles and contributed photography to the weekly *Ladue News* publication.
- Personally redesigned the entire publication, including new logo, overall layout design and color scheme.

#### **Senior Editor, *Decor* magazine — Pflingsten Publishing, L.L.C., St. Louis Missouri, -- 1998 - 2002**

- Edited and produced *Decor*, a monthly trade magazine with a 120-year history as the leader in business information for the Art and Framing industries. Other duties included writing feature articles and departments, management of freelance editors, overseeing graphic design for each issue, occasional photography for the magazine, content management of *decormagazine.com*, and curatorship of the magazine archives.
- As Production Editor, managed production of travel and tourism publications including the *Official St. Louis Visitors Guide* and the *USA Getaway Guide Travel Planner for Canadians*, including writing, editing, layout, printing, and distribution. Oversaw in-house production of graphics and design for each publication.

#### **Graphic Specialist, Meritek Travel Company, St. Louis Missouri, -- 1996 - 1998**

- Created, researched, designed, wrote and published *Travel News Update*, a weekly corporate travel newsletter.
- Designed and created custom travel brochures and promotional material for Web and print-based applications.
- Created and implemented graphic proposals and presentations for prospective and existing clients.

### **ADDITIONAL ACTIVITIES**

- Freelance writing for publications including *Sauce Magazine* and *Missouri Meetings and Events Magazine*
- Design and development of Web sites such as *networkstlouis.com*, *billkohn.com*, and *northwestcoffee.com*.
- Published photographer, 35mm and digital, with darkroom skills.
- Recipient of the 1991 Wednesday Club Award for Short Fiction.
- Member of the Press Club of Metropolitan St. Louis