

## **Michael Keating**

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### **JOB EXPERIENCE**

- Aug. 2017 to Now, content producer-web poster on part-time contractor basis for Penton Media (now Informa) & other sites.
- Oct. 2007 to Aug. 2017, Senior Editor for Penton magazines and web sites, including Government Product News & American City & County. Write & deploy E-newsletters, manage web content, social media and 6 free-lancers; built taxonomies & delivered huge traffic growth. Skilled in InDesign, Photoshop, Excel. Promoted from Online Content Editor.
- March 2002-Oct. 2007, Senior Research Editor-Research Manager for Penton magazines. Developed award-winning Health Care Cost Quotient state ranking; wrote articles on economic development, site location & the government market.
- Dec. 2000-March 2002, Business Development Associate, [www.Ninesigma.com](http://www.Ninesigma.com), an R&D site. Generated publicity in 40+ news outlets. Located sci-tech-engineering content that produced sizable gains in viewership. Promoted from Content Info Specialist.
- 1990-2000, Research Manager-Senior Research Analyst, Penton Media. Answered business-technical reference questions from 350 engineering editors & sales executives. Completed primary/secondary research projects under budget. Skilled Nexis & Dialog searcher. Generated \$ from software directories/government budget forecasts.
- Assistant Editor, Penton's Government Group magazines.
- Assignment Desk-Tape Indexer, WKYC-TV. Developed computer-archiving, field-producing, taxonomy-building, script-writing & database-search skills as a part-timer.
- Reporter/Correspondent (part time). Covered city council & school board meetings for Cleveland Plain Dealer & Westlaker Times.

### **EDUCATION**

Master's degree in library science (MLS), Kent State University, 3.74 GPA; business reference-technology major. BA in communications, Cleveland State Univ.

### **PROFESSIONAL ACHIEVEMENTS**

I've won 29 national, regional & state journalism & library awards since 2000; won 2007 APEX, Ohio SPJ, & Kansas City Press Club awards & 2010, 2015 & 2017 national APEX awards.

My articles on business, web, & database topics have appeared in USA Today, Industry Week, Costco Connection, E-Content, and 140 other publications & web sites. My Introduction to the Government Market volume has been published in 4 editions; per-copy sales price: \$20. More than 8,000 copies sold.