

CHRIS HILL
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EXPERIENCE

FREELANCE WRITER/EDITOR/ILLUSTRATOR/WOOD CRAFTSMAN – October 2010 – Present
Contract writing and editing for clients covering woodworking, how-to, DIY, and home energy efficiency topics. Technical advising for video production company producing how-to woodworking videos. Woodworking project design, plans, custom build, and repair and restoration. Clients include Alabama Power, The Family Handyman, Woodcraft, Massey Ferguson FarmLife, DIYNetwork.com.

SPC CUSTOM PUBLISHING (Southern Progress, a Time Inc. subsidiary) – August 2005 – October 2010
Editor & Project Manager

Served as editor and project manager of seven individual titles, contributor to two additional titles, and special projects, including work for existing clients and new project development for client pitches. Plan editorial calendar, manage creative budgets and write for the publications. Oversee one direct report (associate editor) in the editorial department.

Editor & Project Manager

- Lowe's Creative Ideas for Woodworkers (2005-2010)
- AGCO Advantage (2005-2008)
- Massey Ferguson Today (2005-2008)
- Alabama Homebuilder (2008)
- Your Alabama Home (2008)
- Powerful Ideas (Alabama Power Company) (2008-2010)
- Seminole Player's Life (2008-2009)

Contributor

- Lowe's Creative Ideas for Home & Garden (2005-2010 – Woodworking Editor)
- Shaw Floored magazine (2006-2007)

Special Projects

- Lowe's Creative Ideas for Woodworkers Shop Class (2009-2010)
 - Create and design, write instructions, develop illustrations and test build projects for the online series of woodworking educational videos.
- Lowe's Creative Ideas for Woodworkers Shop Class Project Kits (2010)
 - Revise materials lists and instructions of existing Shop Class projects for retail lumber packages. Project kits are available on Lowes.com
- Lowe's Creative Ideas for Woodworkers Project Brochures (2009-2010)
 - Format and proof creative for converting projects to the brochure format and create new projects. Brochures are available in the lumber department in stores.
- Lowe's Creative Ideas for Woodworkers Blog (2010)
 - Write a weekly blog for the Woodworkers brand

POULTRY & EGG NEWS INC.

Publisher & Editor, October 2003 to August 2005

Oversaw direction of all operations of Poultry & Egg News (Poultry Times, A Guide to Poultry Associations, Poultry Resource Guide and niche publications) - circulation, advertising, editorial, online and production. Managed a staff of seven individuals - one manager and six other staff members. Created and implemented operational plan and budget plan (\$1 million+). Set targets for advertising revenue with advertising director. Determined editorial direction of publications and oversee editorial assignments. Coordinated company and staff involvement at industry trade shows.

Editor/Production Director, September 2001 to October 2003

Edited biweekly poultry industry publication, Poultry Times and bimonthly publication, Poultry & Egg Marketing. Responsible for direction and assignments for three editorial staff members, travel assignments and correspondent budgeting and assignments. Managed business content and advertising plans for company web site (poultryandeggnews.com). Managed pre-press and print production of all publications and supervised graphic artist. Oversaw booth display and marketing materials design for trade shows.

Columnist (THE TIMES, Gainesville, Ga.), March 2000 to August 2005

Weekly columnist covering the poultry industry for this daily newspaper, owned by same parent company as Poultry & Egg News.

Editor, April 1998 to September 2001

Edited and oversaw editorial assignments for all company publications. Responsible for direction and assignments for editorial staff members, travel assignments and correspondent budgeting and assignments.

Production Coordination, August 1995 to July 1997

Design and layout of editorial pages, general assignment writer.

AGCO CORPORATION – July 1997 to April 1998

Communication Specialist/Communication Coordinator

Responsible for support to the Communication Manager on the management and activities of implementing brand communication plans for more than a dozen of the company's agricultural equipment brands.

Assisted the Media Manager with buying and coordination of brand co-op ad campaigns. Wrote and disseminated news releases; worked with creative department and Communication Manager planning ad materials and product literature; worked on the production and publication of respective brand magazines.

OTHER employment of note (1992-97):

Georgia Golf Course Superintendents Association, Managing Editor, Through The Green

NHR Partners, Medical Editor

Atlanta Journal-Constitution, Newspaper Layout, part-time basis

Tifton Gazette (Tifton, Ga.), Correspondent

Georgia Country Life, Writer

SKILLS

Software

Microsoft Office programs, InDesign, Illustrator, Photoshop, SketchUp

Other

Operational plan coordination and writing; P&L, budgeting; Business plan coordination and writing;

Personnel coordination; Trade show coordination

EDUCATION

University of Georgia, BS Agriculture (December, 1994)

Major: Agricultural Communications, Public Relations emphasis

Minor: Agribusiness

INTERESTS

Photography, illustration, woodworking/carpentry, gardening, video production

Web Site/Blog: www.chiefs-shop.com

YouTube Channel: www.youtube.com/chiefchill

Facebook: www.facebook.com/ChiefsShop

Pinterest: www.pinterest.com/ChiefsShop

Twitter: www.twitter.com/ChiefsShop

Houzz: www.houzz.com/pro/chiefsshop

RECOMMENDATIONS

"Chris is a great craftsman and has an incredible eye for detail. Chris considers all areas of the project before beginning, always tailoring his designs to the intended audience and function. The woodworking projects he created for the (Lowe's) Shop Class were not only beautiful, but directed perfectly at a beginner-to-intermediate audience. I know that he thought a lot about his projects, aiming for that perfect balance between aesthetics and difficulty.

Working with Chris was an incredibly positive experience. He not only provided a great service as designer and builder, but he also made a great team member. His positive attitude and incredible work ethic made him a huge boon to the group and the series as a whole. Chris is a great guy and a great worker, and I recommend his work 100%."

Nick Heim, *Director/Writer/Editor at Center Line Productions*

"I love working with Chris, he is a great carpenter / projects editor with a photographer's eye. Great with the words and working with people. Ability to meet tight deadlines and meet clients needs. Great understanding of fine furniture building. Can to take a complicated plan and make it easy for the beginner builder. Understanding of CAD programs and DIY video processes. Chris can do anything!"

Dit Rutland, *Freelance Graphic Designer*

"I worked with Chris a few years ago in the Custom Publishing wing at Southern Progress, and he was a five-star colleague and collaborator. These days, most people are 1-dimensional in their work...very often, they're directed to specialize in one or two areas of expertise. Not Chris. He's a Swiss Army knife. His core talent is writing/editing, but he's never been content to stay safely within that comfort zone. If a job or project requires learning complex, specialized software, for example, he'll take that on without hesitation. Chris understands and appreciates deadlines, budgets, and teamwork. He's a pro's pro."

Jay Parker, *Senior Graphic Designer / AD, Alabama Power*

"Chris is hardworking, detailed and strategic. He was an excellent hire, and I would whole-heartedly recommend him—or more ideally—hire him again. He is very talented and creative with a strong work ethic and is always on the leading edge with understanding and adopting emerging technologies."

Angie Skochdopole, *Marketing Communications Manager, AGCO Corporation*

"I worked with Chris on the Lowe's, Alabama Power and AGCO custom publishing projects. He is successful at the roles of both editor and also account manager. In all cases he worked directly with the customer learning the brand and objectives of the project. Our clients quickly found Chris to be a valuable asset to our team offering creative solutions through words, and ideas. Chris is always one to deliver more than expected!"

Carol Chambless, *Production Director/SPC Custom Publishing, Southern Progress Corporation*

"I worked with Chris at SPC Custom Publishing and found him to be a creative, buttoned-up professional, who developed exceptional products for our readers while working very collaboratively with our clients. All his colleagues had great respect for him and liked him very much. He is a very committed professional, but leads a very well balanced life. We all enjoyed his off time pursuits with his sons and wife."

Patti Lovoy, *various positions, Southern Progress Corporation*