

# DAVE HERNDON

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## PROFESSIONAL SUMMARY

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Presently, I'm the Communications Director for the City of Santa Fe, NM. Formerly, an award-winning editor, writer, and publishing executive with extensive experience in senior positions on a wide variety of prominent newspapers, magazines, and related digital platforms. Expert in evaluating, developing, and leading editorial and design teams. Proven ability to work accurately in fast-paced, time-sensitive environments with multiple deadlines. Strong interpersonal and communication skills. Freelance clients have included *Outside*, *Rolling Stone*, *Men's Journal*, *National Geographic Adventure*, and *Martha Stewart Living*.

## CORE COMPETENCIES

- Publishing Vision / Strategic Planning
- Editing / Writing / Content Packaging
- Brand Management and Representation
- Deadline Project Management
- Resourceful Budget Oversight and Compliance
- Public Speaking / Media Appearances
- Business Communications
- Content Marketing
- Audience Engagement
- Training / Team Building

## EXPERIENCE

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### CITY OF SANTA FE, NM | Director of Communications

#### 2020-PRESENT

- The Mission: Inspire faith and trust in City government.
- The Methods: Bulletproof press releases, opinion pieces, newsletters, etc.; cooperation with City leadership and local media in role of City spokesperson.

### HERNDON AT LARGE COMMUNICATIONS

#### 2017-2020 | Santa Fe, New Mexico

- I provided editorial services—camera-ready freelance writing and editing—and branded content for professionals in various fields. Everything from a 114-page glossy magazine-style catalog to articles, website packaging and copy, newsletters, press releases, and even legal documents. See [bit.ly/DHbrandcontent](https://bit.ly/DHbrandcontent).

### NEW MEXICO MAGAZINE | Editor in Chief / Division Director

#### 2011-2017 | Santa Fe, New Mexico

- Successfully turned around the failing operations of *New Mexico Magazine*, a legacy title founded in 1923. Provided innovative editorial leadership in creating a monthly publication that was on mission and universally recognized for its national-quality coverage of a unique state's travel, lifestyle, and cultural assets.
- Enforced strategic austerity measures and utilized overall resourcefulness to reverse a three-year losing streak of several hundred thousand dollars a year. Guided the self-sustaining, non-profit magazine into solvency, leaving it with an upward trend in advertising revenues and a solid strategic plan for growth and sustainability.
- Established an impeccable reputation for integrity, quality, and engagement with the magazine's 70,000 discerning subscribers nationwide. Promoted dramatic growth in digital metrics year over year by providing captivating content for [nmmagazine.com](https://nmmagazine.com) and Facebook audiences.

**AWARDS:** Editor in Chief of the magazine awarded **Most Improved Magazine** in 2012 by the International Regional Magazine Association (IRMA), named **Best State/Regional Magazine** by the Western Publishing Association in 2013 and 2014, and runner-up for the **IRMA Magazine of the Year** in 2016. Personally won **IRMA Gold Award** for travel writing in 2016 for a report on ecotourism on Ted Turner's ranches ([nmmag.us/TurnerCountry](https://nmmag.us/TurnerCountry)).

**NEW MEXICO TRUE ADVENTURE GUIDE | Editor in Chief**

2011-2017 | Santa Fe, New Mexico

- Responsible for producing the official annual guide for the State of New Mexico, an indispensable vacation planner and advertising vehicle for statewide travel and tourism entities, with 500,000 copies distributed locally, regionally, and nationally in print, web, and app formats. **AWARD FOR 2016 GUIDE: Gold/Best Annual Publication** from the International Regional Magazine Association.

**BONNIER CORPORATION 2004 | 2010****Editor at Large**

2010 | Orlando, Florida

Contributed premium feature and service content to several multichannel magazine brands of Bonnier Corporation, one of the largest special-interest publishing groups in America. Provided articles and consultation to *Caribbean Travel & Life*, *Islands*, *Florida Travel & Life*, and *Destination Weddings & Honeymoons*.

**Editor in Chief, Executive Editor | Caribbean Travel & Life**

2004-2009 | Orlando, Florida

Responsible from 2006-'09 for all editorial planning and execution as brand leader and featured writer for the 155,000-circulation national magazine celebrating the natural assets and culture of the Caribbean and the art of conscious vacationing there. Managed eight-person staff, supervised a successful redesign. Despite the recession, newsstand sales and subscriptions were maintained, and web traffic grew by hundreds of percentiles.

**MARTHA STEWART OMNIMEDIA | Consulting Travel Editor**

2002-2003 | New York, New York

Launched and executed a native advertising travel section for the company's flagship publication, *Martha Stewart Living*. Consulted on travel editorial for other Martha Stewart Omnimedia brands.

**HEARST MAGAZINES | Features Editor, Sports Afield**

1998-2000 | New York, New York

Second in command on a title owned by one of the world's largest publishers of monthly magazines. Wrote feature stories and was responsible for editing the feature content of century-old *Sports Afield*.

**AMERICAN EXPRESS PUBLISHING | Senior Editor / Writer, Travel + Leisure**

1996-1998 | New York, New York

Comprehensive editorial responsibilities included assigning features and departments. Wrote feature stories specializing on ecotourism and safari travel in Africa for America's top-selling travel magazine.

**NEWSDAY/ NEW YORK NEWSDAY | Features Editor / Staff Writer**

1989-1995 | New York, New York

Managed the features, arts, and entertainment departments for the NYC edition of America's sixth-largest daily paper. Supervised six editors, two-dozen staff writers. Wrote on pop music, urban life, and travel. Re-launched Sunday arts and entertainment section.

**VILLAGE VOICE | Managing Editor / Senior Editor / Associate Editor / Writer**

1983-1988 | New York, New York

Rose rapidly through the ranks in executing comprehensive editorial responsibilities for what was America's flagship alternative weekly newspaper. Demonstrated ability to bridge rivalrous editorial factions. Assisted Editor in Chief in shaping coverage, developing departments, supervising special sections, and meeting the weekly deadline.

**EDUCATION****Master of Science in Journalism**

COLUMBIA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM, New York, New York

**Bachelor of Arts in Communication**

FORDHAM UNIVERSITY, Bronx, New York

References and samples on request.