

William A. Burton

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TWEAK (Technical Writing, Editing, And Kmmunications)

- Writing (explaining complicated things simply... or however you'd like)
- Editing for structure, clarity, style, consistency, grammar, spelling, accuracy, etc.
- Communications (working on press releases, Websites, and other marketing material)
- Evaluated mobile-electronics products for *Mobile Electronics* magazine

Hachette Filipacchi Media; April 1997 to November 2005

Technical director of *Road Gear* (formerly *Mobile Entertainment* and *Car Stereo Review*; circulation exceeding 90,000); www.roadgearmag.com

- Responsible for technical content
- Writing Road Gear 101 articles
- Supervising product-testing program and editing test reports
- Checking and proofreading pages
- Doing product evaluations

CurtCo/Avcom and McMullen Argus Publishing; March 1988 to March 1997

Editor-in-chief, editorial director, and technical director of *Car Audio And Electronics* magazine (monthly consumer magazine covering aftermarket vehicle electronics)

- Created and managed editorial content from magazine's inception
- Created and supervised the comparison-test program
- Wrote editorials and other columns
- Supervised editors, managing editors, associate editors, and editorial assistants
- Worked with management, publishers, advertising salespeople, art staff, and others

Editorial director of *Audio/Video Interiors* and *Mobile Office* magazines

- Launched and managed these two magazines
- Supervised editorial staff, worked with management, art, and ad departments

Ziff-Davis/CBS/Diamandis Communications; March 1983 to Feb. 1988

Associate editor and technical editor of *Stereo Review*

Editor of *Stereo Review* buyers' guides, including *Car Stereo Buyers' Guide*

Charleson Publishing; Oct. 1981 to Feb. 1983

Associate editor, *Leisure Time Electronics* magazine and *LTE Reports* newsletter

EDUCATION

New York University

Graduated from NYU Magazine Publishing Workshop

University of California at Berkeley

Graduated with highest honors in English and distinction in general scholarship