

REBECCA BROWN BALDWIN
rbaldwin@northwestern.edu

SUMMARY OF EXPERIENCE

More than 14 years of experience in web product development and management with strong skills in general management, audience building, strategic visioning, research analysis, editorial and advertising product definition and marketing. Background in major print and online media, an MBA in marketing management and master's degree in journalism.

TRIBUNE MEDIA SERVICES

2005-PRESENT

Vice President and General Manager, Zap2it.com, 2005 to present

Lead all aspects of operations and strategic development for Zap2it.com network, which has more than 7 million unique visitors per month (comScore).

TRIBUNE INTERACTIVE

1997-2005

Director, Product Development, 2000-2005

Led strategic product development group, with focus on product innovation to drive visitor and revenue growth and consumer loyalty.

- Led the development of new site features and functionality that helped drive TI site traffic to 11.2 million unique visitors per month and annual revenue to \$150 million.
- Received Tribune Company's Values Award (one of the company's two top annual awards) for leading a cross-functional team that consolidated production of all TI sites to one centrally managed content management system, resulting in millions in savings for the company.
- Initiated and drove search engine optimization efforts and dramatically raised profile of TI sites in Google and Yahoo! search. Referrals from search engines rose from 1.8 million per month in Jan. 2004 to 13.5 million in Aug. 2005.
- Negotiated business development deals and managed relationships with partner sites, including Google.com, Ticketmaster.com, Topix.net, OpenTable.com, IndustryBrains.com and Restaurant.com.

Product Manager, Metromix.com, 1997-2000

Launched and managed award-winning Chicago entertainment web site run by Chicago Tribune.

- Directed strategic planning and product development leading to the site launch in 1997.
- Led marketing effort that established Metromix as the best source of entertainment information in Chicago, with emphasis on viral marketing and low-cost, high-return promotion.
- Negotiated and implemented business development deals, as well as content and commercial partnerships.
- Expanded role to include product management of all Tribune Company entertainment web sites in 1999, leading to subsequent director position.

CHICAGO TRIBUNE

1993-1996

Editor, Sunday Arts & Entertainment and Monday-Friday Tempo sections

- Directed editorial staff of 30, including writers, critics, content editors, designers and copy desk editors.
- Planned and edited content for six sections per week.
- Managed budget, commissioned free-lance articles, coordinated planning with other newspaper sections.

NORTHWESTERN UNIVERSITY, MEDILL SCHOOL OF JOURNALISM

1993-PRESENT

Adjunct Lecturer

- Instruct graduate courses in building Web audiences and the changing media landscape (Present).
- Instructed graduate course in web site management and product development for new media students (1999-2000).
- Instructed graduate course in arts criticism for print and broadcast journalism majors (1993-1997).

THE ORLANDO (FLORIDA) SENTINEL

1987-1993

Editor, Arts & Entertainment

- Led 14-member Arts and Entertainment staff of writers and critics.
- Planned and edited stories for weekly Arts & Entertainment and daily Style sections.
- Supervised editors of Weekend, TV and Books sections.

EDUCATION

- **Northwestern University**, Kellogg School of Management, Evanston, IL. Master of Business Administration
- **University of Florida**, Gainesville. Master of Arts in Journalism and Communications
- **University of Southern Mississippi**, Hattiesburg. Bachelor of Science in Journalism