

# DERRICK SOBODASH

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## EXPERIENCE

Chaoyang District, Beijing, China

2006 - Now

### **Content Director/Deputy Editor-in-Chief @ Beijing Today**

*I joined Beijing Today, the Beijing Youth Daily Group's English weekly, as senior copy editor in 2006. My current position challenges me to navigate political regulations and state censorship while reshaping the paper for the digital era.*

- Led a reboot of the brand in 2013–2014 that salvaged *Beijing Today's* print edition, quadrupled its Web readership and expanded its content to smartphones and tablets.
- Promoted content with social media to bring in as many as 35,000 unique readers to several of the paper's best stories and more than 1 million unique readers in November 2014.
- Recovered, compiled and released the paper's PDF archives on the ISSUU e-publishing platform, which introduced the brand to more than 5,000 new readers.
- Tripled the site's Google impressions to as many as 15,000 per day by revising stories for SEO and marking them up with schema-compatible metadata.
- Created and designed the Beijing Today eDigest, a weekly roundup of top stories and photos sent to 4,000 subscribers to boost reader engagement and attract business partners.
- Created the company's website, print edition template and business cards.
- Edited and designed the 2009, 2011 and 2014 editions of the house stylebook.
- Initiated an office audit to rediscover key financial and IT resources that enabled Beijing Today to thrive during an extreme budget cut.
- Coached reporters to select an angle and develop stories that would be both marketable and appealing to foreign readers.
- Personally designed the covers of bi-weekly print editions and directed design staff to complete the interior pages.
- Collected and analyzed Web and email traffic to develop the brand's strategy.
- Set up and administered the Linux VPS used to power the company's Web and mail servers.

Chaoyang District, Beijing, China

2011 - 2013

### **Copy Editor @ Global Business**

*When Global Business was planning its first issue, the managing editor sought me out based on my reputation for organizing tough content and using Chinese sources. I made the magazine's content more accessible to English speakers.*

- Researched popular Chinese topics to add crucial background details that made the magazine's English abstracts more informative for foreign readers.

San Diego, California, USA

2008 - 2011

### **Designer @ Super Fighter Team**

- Designed packaging, instruction manuals and advertisements that greatly increased sales of the company's three biggest video games.
- Created bilingual brochures and business cards that helped the brand impress Japanese developers and win the rights to five intellectual properties.

Xicheng District, Beijing, China

2005 - 2006

### **Instructor @ China Foreign Affairs University**

- Developed intensive courses based on news style that helped sophomore English students to improve their logical organization and general writing abilities.
- Collaborated with oral English teachers to create block curriculum.

Pontiac, Michigan, USA

2005

### **Feature Intern @ The Oakland Press**

*My first job at a county-level newspaper taught me how much I had yet to learn. Thankfully, the editor and copy editor above me were patient and enthusiastic about teaching me to hone my storytelling abilities.*

- Wrote numerous stories that were given front-page play in the Feature section.
- Assigned photojournalists to create and collect art.

Rochester Hills, Michigan, USA

2002 - 2003

### **Assistant News Editor @ The Oakland Post**

*After reading only two of my freelance pieces, The Oakland Post's assistant news editor insisted I be hired as her replacement. My attention to detail, fast fact checking and willingness to work long hours made me a key asset in the copy flow.*

- Developed a system for archiving and linking police reports that enabled staff crime reporters to unmask redacted names.
- Helped police reverse-engineer their database and extract reports of property damage for a data-driven news story.

Rochester Hills, Michigan, USA

2000 - 2005

## EDUCATION

### **Bachelor of Arts @ Oakland University**

- Double major in journalism and sinology (Chinese studies)
- Graduated with departmental honors
- Attended senior-level classes in media law, graphic design, Qing Dynasty history, communism and computer-assisted reporting

Xicheng District, Beijing, China

2004

### **Guest Student @ China Foreign Affairs University**

- Attended courses in Chinese language and history

## SKILLS

### **Natural Languages**

- Fluency in English
- Business level Chinese
- Intermediate Japanese

### **Computers & Software**

- Design tools such as Adobe InDesign, Photoshop, Illustrator, Acrobat and QuarkXpress
- Digital darkroom and infrared photo processing with Adobe Lightroom and Capture One
- Web technologies such as HTML, XML, Schema, CSS, PHP, Python and MySQL
- FreeBSD system administration, CentOS and Debian Linux system administration

## PROJECTS

### **Copy Editing**

- Daily paper for the Beijing International Automotive Exhibition in 2006 and 2008
- Daily paper for the China Beijing International High-Tech Expo from 2007–2011
- Daily paper for the China Beijing International Cultural & Creative Industry Expo from 2007–2011
- Daily paper for the Beijing Speaks Foreign Languages Festival in 2009 and 2011
- Daily paper for the 2007 Beijing WTF World Taekwondo Championships
- Content for the Beijing Organizing Committee for the Games of the XXIX Olympiad
- Exhibit cards for the Guangxi Science & Technology Museum
- Pamphlets for the Beijing Municipal Public Security Bureau

### **Public Speaking**

- Spoke to groups of as many as 60 people on topics such as computer emulation, software piracy, e-book design and wardriving.
- Hosted Jeopardy game shows at the Beijing GNU/Linux User Group's (BLUG) birthday parties in 2010, 2011 and 2012.

REFERENCES Available upon request.