

Candace T. Botha

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CAREER HISTORY

Publisher, *Sarasota Pet*

February 2007 to Present

Founder of a 28-page, four-color magazine for Sarasota/Manatee counties' pet community. Interviews community pet experts, writes articles, designs ads and editorial, proofs entire publication prior to print.

Web Content Writer, *my.com*

April 2006 to July 2006

Researched and wrote articles, brochure copy and marketing materials for a nationwide Web design firm specializing in website design, search engine optimization and Internet marketing.

Contributing Writer, *Sarasota Herald-Tribune*

March 2006 to Present

Conducts research, interviews area business leaders/owners, and writes feature articles for special advertising sections of this *New York Times*-affiliated publication.

Contributing Writer, *Tampa Bay Homebuyer*

March 2006 to Present

Conducts research, interviews area business owners, and writes feature articles for a regional publication.

Contributing Writer, *Chiropractor Monthly*

September 2005 to January 2006

Conducts research, interviews chiropractors, and writes feature articles for a nationwide publication that is used as an educational and marketing tool for chiropractic patients.

Executive Director

May 2002 to Present

Moondance Communications, Hackettstown, New Jersey/Sarasota, Florida - Owner of a freelance copywriting firm. Writes press releases and magazine articles for local and regional publications. Provides advertising and marketing strategies for medical and retail clients.

Freelance Writer

January 1990 to January 2005

The Star-Ledger, Newark, New Jersey - One of the top writers for special advertising sections of New Jersey's leading newspaper. Responsibilities included interviewing advertisers and writing articles on bridal fashions, education, dining, health, home design, fashion, sophisticated living, and others. More than 75 articles were written and published during my freelance tenure with the publication.

Editor/Writer

May 2002 to November 2003

Indigo Custom Publishing, Macon, Georgia - Coordinated all editorial aspects of publication of four-color coffee table books profiling communities throughout the United States for a nationwide publishing company. Responsibilities included assigning profiles; writing corporate profiles; editing all material; working with the publisher and art director on design and layout; scheduling projects; editing opening chapters, writing photo captions; proofreading entire manuscript; writing table of contents; creating back-of-book index.

Executive Director

November 2001 to May 2002

Indigo Creative Solutions, Hackettstown, New Jersey - Executive position at regional advertising agency. Responsibilities included overseeing all editorial copy; writing and editing ad and brochure copy; working closely with clients to create ad campaigns; writing press releases; proofreading all editorial copy.

Co-publisher/Editor**January 2000 to December 2002**

Northern Horizons, Allamuchy, New Jersey – Co-founded bi-weekly, four-color newszine. Responsibilities included developing editorial content; writing a biweekly column; writing feature articles, ad copy, and press releases; editing all copy; proofreading entire manuscript prior to press.

Co-publisher/Editor-in-Chief**November 1996 to March 2001**

Montage Magazine, Allamuchy, New Jersey – Co-founded award-winning quarterly magazine for northwest New Jersey. Responsibilities included developing editorial content; writing quarterly column; assigning articles; coordinating cover/photo shoots; editing and proofreading all copy; working closely with the art director on magazine design & layout.

Recipient of the Communicator Award's Crystal Award of Excellence for quarterly column, *Editor's Insight*, in 2000. *Montage Magazine* won more than 10 national/international awards during its five-year history.

Co-creator/Editor-in-Chief**January 2000 to May 2002**

Morris County Golfer, Morristown, New Jersey - Co-created four-color magazine for the Morris County Park Commission. Responsibilities included developing editorial content; assigning articles; writing/editing feature articles; working closely with the art director on design & layout; proofreading entire manuscript prior to publication.

**Cofounder/Executive Director -
Creative & Editorial****January 1992 to November 2002**

The Write Approach, Inc., Allamuchy, New Jersey – Co-founded award-winning advertising agency in northwest New Jersey. Responsibilities included coordinating all editorial; writing press releases, annual reports, and ad and brochure copy; working with clients; handling all accounting; developing advertising and public relations campaigns.

Editorial Director**2000 to 2001**

Sussex County Magazine, Newton, New Jersey - Served as Editorial Director for two years in producing a four-color magazine for the Sussex County Chamber of Commerce. Responsibilities included assigning and writing feature articles, editing all copy; working with the art director on design & layout; proofreading the entire manuscript prior to publication.

Editorial Director**January 1996 to December 2000**

ITCA Today, Mount Olive, New Jersey - Co-created an advertising-based newsletter for the International Trade Center Alliance in Mount Olive, New Jersey. Responsibilities included assigning/writing articles, developing a Calendar of Events, working with the art director on design & layout; proofreading all editorial prior to publication.

COMPUTER PROFICENCIES

Microsoft Office • Microsoft Excel • Microsoft Word • Quicken • Quickbooks • Adobe Pagemaker
Quark Express

EDUCATION

B.A., Home Economics/Consumer Affairs, Minor: Journalism**May 1979**

Montclair State University, Upper Montclair, New Jersey, GPA: 4.0 - Graduated Summa cum Laude.