

# Linda (Lin) Woods

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[www.linwoodsinspiredmedia.com](http://www.linwoodsinspiredmedia.com)

## Profile – Writer/Editor

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Results oriented editor, writer and producer of social, digital, print and radio media.

High track record in developing and producing media projects from concept to completion and growing audience numbers with increased revenue.

- Broad background spans magazine publishing, marketing/PR, television, artist management
- Radio host/producer and web content provider
- Consistently recognized as a talented writer, editor, voice-talent and team leader.
- Thrives in a creative, fast-paced work environment.

## Skills

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Story Development  
Social Media  
Press Release/Bio  
E-marketing

Editing/Writing  
SEO Knowledge  
Digital photography/video  
Newsletters

Web Content  
Multimedia  
Management/Training Staff  
Research

### Software:

Microsoft Office, Excel, Word, Power Point, Keynote, Acrobat, Photo Shop, Adobe Premiere Pro, Adobe Audition, Word Press

## Highlights

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**Script Writer** for General Mills sponsored [Serving Up Soul](#) national syndicated lifestyle radio show.

- Developed script from conception to production.
- Wrote scripts for four-hour weekly program.
- Elevated the show from zero to 50 markets in two years.

**Editor–In–Chief** of Clear Channel Entertainment’s Urban Inspired music industry trade publication.

- Built magazine from concept to production.
- Oversaw national staff of fourteen writers
- Wrote five articles per week and edited twenty stories of staff for print and digital magazine and e-newsletter. Boosted subscribers from 300 to 100,000 subscribers in one year.

**Syndicated Radio Host/Writer/Producer** of Inside Gospel syndicated radio entertainment news show.

- Wrote 14 scripts weekly for daily show
- Produced, edit and wrote daily program reaching 5 million
- Expanded show from 50 to 150 markets

**Web Content Provider and Social Media**, [urbannetworkdigital.com](http://urbannetworkdigital.com) and [linwoodsinspiredmedia.com](http://linwoodsinspiredmedia.com)

- Write engaging content for online
- Produce social media campaigns and implement across social network platforms
- Developed and implemented social media campaigns boosting site visits by 60 percent

## Professional Experience

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### **President, Lin. Woods Inspired Media, LLC/The Inspired Company, St. Louis, MO 2000-Present**

- Created produced and hosted syndicated radio entertainment news show, Inspired Entertainment Reports broadcast in 50+ markets via **ABC Radio Networks**
- Program Internet radio show, *Lin. Woods Inspired Sundays* on [www.urbannetwork.com](http://www.urbannetwork.com)
- Produce/host **Lin. Woods Gospel Entertainment Podcast** available on iTunes
- Research pitch and conduct celebrity guest interviews
- Write web content and created social media campaigns for [linwoodsinspiredmedia.com](http://linwoodsinspiredmedia.com), [urbannetworkdigital.com](http://urbannetworkdigital.com) and [blackchicathemovies.com](http://blackchicathemovies.com) 2000-Present

### **Editor/Writer Urban Network, Burbank, CA 1995-Present**

- Write and edit 4-5 weekly articles, reviews and editorials for target for target web audiences
- Manage family and inspirational entertainment editorial department
- Provide content for [urbannetwork.com](http://urbannetwork.com), [urbannetworkdigital.com](http://urbannetworkdigital.com) and online radio station
- Develop social media and online marketing campaigns to engage audience and increase brand awareness

### **Writer/Producer, Lin-Woods Associates, Los Angeles, CA 1994-2000**

- Produced, hosted and wrote syndicated radio program, Inspired!
- Wrote scripts for national syndicated TV program Gospel Music Presents airing in 75+ markets.
- Write bios and press releases for recording artists. Produced compilation CDs for record labels.
- Developed e-marketing campaigns
- Voice-over work on projects for Warner Bros, Virgin and Motown Records

### **Artist Relations Coordinator, Warner Bros. Records 5 years**

- Co-managed recording artists' careers consistent with their brand
- Created and managed 30 artist tours and budgets
- Booked artist appearances on network shows, including *The Tonight Show*, *The Arsenio Hall Show*, *Soul Train Music Awards*, *NAACP Image Awards* and *Grammy Awards*.

### **Regional Marketing Coordinator, Ice Capades and Harlem Globe Trotters, Hollywood, CA 1 year**

- Created marketing and media campaigns and placed media buys for 35-50 cities
- Prepared press kits, managed budgets and prepared sales reports
- Directed national promotion field staff of 30
- Oversaw media buys with advertising agencies, print and broadcast media

## Special Achievement and Accolades

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2011 Wrote and published children's book, [Kenny Can: Don't Judge Me](#)

2005 Who's Who In Black St. Louis

2004 Who's Who Among Women Executives

Member of SAG/AFTRA

## Education

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Master of Arts, New Media Journalism, Full Sail University-Orlando, FL 2014

Bachelor of Arts, Speech and Dramatics with a Minor in Mass Communications, Magana Cum Laude, Fisk University-Nashville, TN