

2470 VIA CORELLA • TUSTIN, CA 92782
 PHONE (949) 497-9589 • E-MAIL SHAYS123@AOL.COM
WWW.SCOTTHAYS.COM

S C O T T H A Y S

CAREER SUMMARY TO DATE

- More than 15 years as a freelance writer and/or media consultant for general consumer and business-to-business publications involving a broad range of experiences in editorial, sales, marketing, and conference development.
- Author of several non-fiction books.
- Five (5) years experience in the interactive media industry, with an emphasis on publishing and conferences.
- Eight (8) years teaching experience at University of California, Irvine; and Orange Coast, Saddleback, and Irvine Valley community colleges. Classes taught include Developmental and College Writing, Composition, Critical Thinking, Feature Writing, Freelance Writing, Mass Communications, and Newspaper Production.
- Master's Degrees in English Literature and Mass Communications.
- One year as part-time Senate Representative on the Academic Senate at Orange Coast College (2007-2008).
- Executive Producer of a 2008 Benefit CD for the homeless, which included working with students from the film department at OCC to create a 13-minute documentary about the making of this project titled *Shelter Me*.
- Faculty coordinator of 2007 Study Abroad program for 30 students to Austria, Italy, and Germany.
- Currently developing a new "Certificate of Specialization" program for the Literature and Language Department at OCC in Magazine Writing & Publishing.

SUMMARY OF PROFESSIONAL QUALIFICATIONS

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|--------------|---|-------------------------|
| 1990-present | Freelance Writer | Tustin, Calif. |
| | <ul style="list-style-type: none"> • Contributed feature articles and cover stories to various national magazines and newspapers, including <i>Men's Health</i>, <i>TV Guide</i>, <u>The Los Angeles Times</u>, <u>The Miami Herald</u>, <i>Los Angeles Magazine</i>, <u>Christian Science Monitor</u>, <i>Vista</i>, <i>Men's Fitness</i>, <i>AdAge</i>, and <u>The New York Daily News</u>. • Co-authored a book with NFL legend Tiki Barber titled <i>Pure Hard Workout</i>. Publication date: August 2008. • Authored a fitness book for Rodale Press titled <i>Built for Sex</i>. Publication date: January 2006. • Co-authored a book for Rodale Press titled <i>Action Hero Training System</i>. Publications date: June 2005. • Co-authored a language acquisition video for Barron's Educational Series, Inc. titled <i>Spanish for Gringos</i>. Publication date: August 1995. • Co-authored a fitness book for Warner Press, Inc. titled <i>Lifelong Fitness</i>. Publication date: August 1994. • Co-authored a medical book for Health Press Inc., titled <i>Heart to Heart</i>. Publication date: June 1991. • Authored three children's books for Rourke Corporation, Inc., two for Marshall Cavendish, Inc., and two for Smart Apple Media, all highly-respected publishers in the children's library non-fiction market. Publication dates: 1987–1999. | |
| 2001-2004 | iMedia Communications, Inc. | Dana Point, Calif. |
| | Editorial Consultant <ul style="list-style-type: none"> • Managed overall marketing strategy and positioning of company products and services. • Worked closely with president and vice-president of sales to create new online revenue streams for the iMedia website and newsletters, and in securing new clients and maintaining current advertisers. • Coordinated material from other content coordinators/providers to flow into a variety of online and offline communication vehicles. • Established and monitored all online sponsorships with advertisers, and also defined goals, creative guidance, audience definition, schedules, and performance metrics. • Developed content for and moderated panel discussions at company-sponsored industry conferences, which catered to upper management marketing and advertising executives from a broad array of industries. • Conducted extensive interviews with marketers from some of the world's most recognizable brands—Pepsi, Coca-Cola, Visa, adidas, American Express, Reebok, General Mills, Kraft Foods, and Unilever; and with interactive advertising agencies. | |
| 1999-2001 | Digitrends Magazine | Manhattan Beach, Calif. |

Editorial Consultant

- Launched a quarterly magazine that served interactive marketers and their agencies with in-depth reviews of the trends, research, tactics, case studies, and techniques developed for and applied in the interactive marketing and advertising space. In April 1999, the Western Publications Association recognized *Digitrends* as “Best Quarterly Magazine” at the 43rd annual Maggie Awards ceremony.

1997-1999

Workforce Magazine

Costa Mesa, Calif.

Feature Editor

- Maintained ongoing relationships with columnists and freelance writers for monthly material. Wrote feature articles, researched and edited special projects. Worked with design and production departments for direct-to-plate printing process. Also contributed to content development for company’s website.

1990-1997

Language Services Institute

Costa Mesa, Calif.

Editorial Consultant

- Developed a small company in the language acquisition industry. Published six projects with Barron’s Educational Series, Inc.: *Spanish for Gringos* (book and video), *Household Spanish*, etc.

1989-1990

Costa Mesa Daily Pilot

Costa Mesa, Calif.

Editor

- Designed, edited, and produced a start-up weekly entertainment section for this daily newspaper (circulation: 36,000). Assembled all editorial material, researched and wrote most of the feature articles. Coordinated all freelance work with writers and photographers.

TEACHING EXPERIENCE

2001-present

Orange Coast College

Costa Mesa, Calif.

Instructor/English 100 and 101, Principles/Fundamentals of Composition

- Freshman and Sophomore English composition classes. Application of basic principles and procedures of written composition with emphasis on writing and evaluation of student papers.
- Feature Writing (English 117AD/Communications 117AD)—a writing class that focuses on student writing and marketing of in-depth non-fiction feature articles. Emphasis on guiding students and developing interesting non-fiction stories, and finding suitable markets for publication.
- Coordinator of Summer 2007 Study Abroad to Austria, Italy, and Germany for 27 students.

2001-present

Saddleback College

Mission Viejo, Calif.

Instructor/English 1A and 1B, Principles/Fundamentals of Composition

- Freshman and Sophomore English composition classes. Instruction focuses on how to select and narrow a topic, frame a thesis statement, and organize the content into a logical, coherent composition. Original essays increase in level of difficulty and in length.
- Mass Communications. A study of mass media and media technology as they apply to society. Includes a study of media functions, responsibilities, practices, and influences, as well as a study of media law, ethics, history, and development.
- Interim Faculty Advisor for student-run weekly newspaper, The Lariat.

2002-2003

Irvine Valley College

Irvine, Calif.

Instructor/Newspaper Production

- Feature Writing, News Writing, and Newspaper Production. Instruction focuses on writing non-fiction stories for publication, concentrating on advanced writing techniques. Production class focuses on newspaper production techniques, and on various aspects of producing a campus newspaper.
- Board of Directors, Orange County Scholastic Foundation; a non-profit organization whose mission is to provide competitive academic opportunities for students to recognize academic achievements and to motivate students to excel academically.

2001-present **University of California, Irvine** Irvine, Calif.
Instructor/Freelance Writing

- Designed curriculum for creative nonfiction writing class. Class discussion revolves around the history of these two forms of journalism and the cultural context in which writers work. Topics explored include formal considerations such as voice and structure, reporting methods, and ethical issues.
- Designed curriculum for freelance writing class to help students gain insights into how to ferret out markets, write compelling query letters, conduct interviews, and get paid as a freelance writer. Each class combines instruction, in-class exercises and critiquing sessions.
- Designed curriculum for class on writing for websites and online magazines. Students gain insights into how to write a compelling electronic query, target the appropriate Website, and think interactively.

EDUCATION

Master's Degree, English Literature
University of California, Irvine, CA

Master's Degree, Communications
Cal State Fullerton, Fullerton, CA

Bachelor's Degree, Communications
Cal State Chico, Chico, CA

PROFESSIONAL MEMBERSHIPS

American Society of Journalists and Authors (ASJA)
Member since 2001.

Orange County Press Club
Member since 1993

North American Travel Writers Association
Member since 1991.

Toastmasters, Club 615-A1, Founder's District Region II
Former president. Coordinated various educational programs and events.

PUBLISHED WORKS

- *Pure Hard Workout* (Gotham Books), ©2008 w/Tiki Barber * Joe Carini
- *Built for Sex* (Rodale Press), ©2006
- *Action Hero Training System* (Rodale Press), ©2005 w/ Jorgen de Mey
- *The Ghost of Tahquitz* (iUniverse, Inc.), ©2002
- *Famous Companies: Nike* (Smart Apple Media), ©1999
- *Famous Companies: Sony* (Smart Apple Media), ©1999
- *Getting into Golf Shape* (Carol Publishing), ©1997 w/Neil Wolkodoff
- *Spanish for Gringos* (Barron's Educational Series), ©1995 w/Bill Harvey
- *Lifelong Fitness* (Warner Books), ©1994 w/Bob Delmonteque
- *Life Issues: Racism* (Marshall Cavendish), ©1994
- *Pro-Am Sports: Surfing* (Rourke Corporation), ©1994

- *Landsailing* (Rourke Corporation), ©1993
- *Heart to Heart* (Health Press, Inc.), ©1991 w/Dr. Herb Budnick