

## Cary Barbor

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### Summary

Creative editorial professional with deep experience in health, fitness, nutrition and women's service, both print and online. Expertise includes writing, editing, assigning, managing staff, trafficking copy and selecting imagery.

### Professional Experience

#### Freelance Editor and Consultant

June 2008 – Present

- *Fitness Magazine*: On-site freelance editor, summer and fall 2008
- *The Secret Life of Teen Girls*, a forthcoming book on teen sexuality. Consulted with author on content, format, and presentation. Edited manuscript.
- *Prevention, Reader's Digest, Tennis, All You, Match.com*: Writing on health and fitness for these and other magazines.

#### Meredith's More magazine

Sept. 2007 – June 2008

##### *Health Director*

- Hands-on leadership of prominent health section in this award-winning magazine.
- Managed associate editor and large stable of freelance writers and fact-checkers.
- Generated and packaged story ideas; edited and trafficked copy.
- Promoted magazine in national and local media appearances, lectures and presentations.
- Served as liaison between magazine and highly successful More Marathon for women.

#### Hearst's Quick & Simple magazine

March 2005-Sept. 2007

##### *Diet, Health and Fitness Editor*

- Directed all health and wellness coverage, including real-woman diet stories and fitness, in this weekly women's magazine.
- Led day-to-day management of staff, freelance writers and two associate editors in the production of flagship section (10-12 pp. weekly).

#### WeightWatchers.com

2002-2005

##### *Managing Editor*

- Responsible for all editorial content (health, fitness and food), and day-to-day editorial operations of the web site. Managed junior editors and assistant.
- Generated ideas that resulted in more than one million hits each day.
- Increased subscriber base by 35% through development of promotion packages.
- Oversaw and enhanced partner relationships (MSN, Yahoo).
- More than doubled the number of standout freelancers writing for the site.

#### Centers for Disease Control and Prevention

June 2001- Nov 2001

##### *Knight Journalism Fellow*

- Studied medical journalism and actively gained experience in epidemiology and biostatistics in Epidemic Intelligence Service Program alongside CDC staffers.
- Traveled to Kenya for in-depth study of malaria prevention and eradication.
- Worked with Alaska State health department on outbreaks of foodborne disease, viral meningitis, and other illnesses.

**Freelance Writer and Editor****1999 - 2007**

- Frequent and various writing assignments for such magazines as *Shape*, *Salon*, *Backpacker*, *Psychology Today*, *Walking*, and *Women's Sports + Fitness*:
- *Time Inc.*, *Custom Publishing*: Wrote and researched medical articles.
- *ReadersDigestHealth.com*: Consulting editor; produced content, researched and wrote news for this popular web site.
- *The Complete Book of Fitness* (Three Rivers Press, 1999) from *Fitness* magazine. Edited health and wellness chapters.
- *CBS Healthwatch* and physician site *PraxisMD*. Wrote medical news and features.
- *Bottom Line Health* Wrote medical stories.
- *Conventional Medicine*, *Alternative Medicine*; *Perfect Pregnancy*; and *Baby Instruction Guide* (all Mosby, 1998). Edited consumer health books.

**WholeHealthMD.com****1999 - 2000****Senior Editor/Writer**

- Edited and wrote daily content combining conventional and alternative medicine.
- Configured content for best accessibility and usefulness online; coded basic HTML.
- Structured online tools for best user satisfaction.
- Assigned and edited freelance writers' work.

**Fitness Magazine****Feb 1998 – July 1998****Health and Psychology Editor**

- Oversaw health and psychology sections; generated story ideas.
- Assigned and edited freelance-written health and psychology features.
- Wrote and edited health shorts, psychology shorts, and Q and As.

**Mosby Consumer Health, Boston****1995-1998****Managing Editor, Health Journal**

- Edited four-color medical magazine that was syndicated to 13 HMOs.
- Oversaw magazine's budget, schedule, and junior staffers; generated story ideas, assigned to freelancers, wrote and edited copy.
- Developed new magazine to cover alternative medicine modalities.

**Beth-Israel Deaconess Hospital, Boston****1993-1995****Publications Writer and Editor**

- Edited and managed production of monthly newsletter. Contributed to other publications.
- Translated complex medical concepts into easily readable copy.

**Children's Hospital, Boston****1992 - 1993****Publications Writer and Editor**

- Edited and managed production of monthly newsletter and quarterly magazine.
- Contributed to annual report and physicians' newsletter.
- Worked with national and local media to place stories about the hospital.

**Education****Master of Arts, English**

University of Massachusetts

**Bachelor of Arts, English**

Lafayette College