

# Willow Duttge

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## Experience

### **HUGE. New York, N.Y.**

#### **Editorial Manager**

**(May 2010 – Present)**

Launched, editing and managing digital agency blog NotesOnDigital.com. Assisting CEO in crafting columns for Mediapost, ClickZ and FastCompany.com. Topics for HUGE-related content have included Google Instant, the “great” app bubble, privacy, the effect of content farms on search, ad networks and exchanges, Microsoft Kin, and analytics. Overall theme is digital business strategy. Additionally, developing and managing the editorial strategy behind traffic-driving content for the National Association of Realtor’s article-based site HouseLogic.com.

### **FARMER & COMPANY. New York, N.Y.**

#### **Editorial Director**

**(January 2009 – May 2010)**

Helped conceive and research a book about how traditional concepts in business strategy apply to ad agencies.

### **CONDÉ NAST PORTFOLIO. New York, N.Y.**

#### **Reporter**

**(September 2006-November 2008)**

Contributed to the development of the magazine for its May 2007 launch. Pitched and wrote stories about digital and traditional media and advertising, as well as the fashion business, the energy sector and other industries for the magazine, including its National Magazine Award-winning *Brief* section. Contributed to the website by helping create its advertising coverage as well as interactive features and videos.

### **ADVERTISING AGE. New York, N.Y.**

#### **Reporter**

**(April-September 2006)**

Covered advertising agencies, the media and marketing trends for the weekly magazine and website.

### **THE ASSOCIATED PRESS. Hong Kong, China.**

#### **Resident Writer**

**(September-December 2005)**

Wrote features and spot news stories on subjects including bird flu, counterfeit goods and the fight for democracy. *The Washington Post*, *Los Angeles Times*, *Forbes*, CNN and other major news sources published the articles online.

### **SPARTANBURG HERALD-JOURNAL. Washington, D.C.**

#### **Washington Correspondent**

**(June-August 2005)**

Reported on national political and business issues, such as the nomination of Judge John Roberts and the passage of CAFTA, with a local perspective for the South Carolina newspaper, as a writer for the Medill News Service.

### **ASSOCIATED PUBLICATIONS, INC. Chicago, Ill.**

#### **Assistant Editor**

**(July 2003-September 2004)**

Wrote, edited and researched feature articles for three national, consumer magazines: *Complete Woman*, *Sophisticate’s Black Hair Styles And Care Guide* and *Sophisticate’s Hairstyle Guide*.

### **EURO RSCG CHICAGO. Chicago, Ill.**

#### **Copywriter**

**(June-August 1999 intern; July 2000-November 2001)**

Conceptualized and wrote TV, print and radio advertisements for clients including Red Lobster, Summer’s Eve and Orville Redenbacher, as well as the campaign responsible for the Nasacort AQ new business win.

**FREELANCE JOURNALISM:** *Forbes/ForbesWoman*, AOL’s *DailyFinance*, *Condé Nast Portfolio.com*, *Newsday*, *Coastal Living*, *Time Out Chicago*, *North Shore*, *Pharmaceutical Executive*, *Road King*, *Skokie Review of the Pioneer Press*, *The Lake Forest Journal*

## Education

**Medill at Northwestern University**, Evanston, Ill., Sept. 2004-Dec. 2005 Master of Science in Journalism with a concentration in magazine writing and publishing. GPA: 3.75.

**Sarah Lawrence College**, Bronxville, N.Y., 1996-2000 B.A. with concentration in writing and media studies.

**AWARDS:** Medill School of Journalism’s Madeline Halpern Endowed Fellowship fund for promise in magazine publishing. Samuel Weinstein/Morton Luby, Jr. Scholarship for editorial promise.