

# Christopher Kilbourne

14 Hampshire Road  
Madison, CT 06443

Office: 203-350-9349

[ckilbourne@gmail.com](mailto:ckilbourne@gmail.com)

Mobile: 203-640-2439

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*Communications • PR • Marketing • Management • Web Design & Development*

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## PROFILE

- Award-winning writer and editor
- Proven team manager with track record of effective interdepartmental collaboration
- Web pioneer using social media and other emerging technologies to leverage business goals
- Website and SEO consultant and developer
- Lawyer and veteran legal affairs writer and editor

## PROFESSIONAL EXPERIENCE

**Bicoastal.com, LLC**, Madison, CT

**2009 to present**

**Principal**

- Provide Internet marketing, social media, and website consulting. Design, develop, launch, and promote custom websites. Publish and manage hyperlocal journalism website (InsideMadison.com).

**Business & Legal Resources**, Old Saybrook, CT

**2001 to 2010**

**Director, Interactive Media Group** (2008 to 2010)

- Manage the production and editorial, marketing, and advertising content of a 165,000 circulation daily email newsletter and website for HR professionals, and a 70,000-circulation daily email newsletter and website for EHS professionals. Oversee the production and marketing content of five weekly email newsletters with a combined circulation of 125,000. Write and edit BLR press releases. Plan and implement a third-party advertising strategy for BLR's websites and email newsletters. Work with editors and freelancers to create editorial calendars. Establish and grow BLR's corporate presence on social media sites (Twitter, Facebook, LinkedIn, YouTube).

**Director of Editorial Development and Special Initiatives** (2007 to 2008)

- Plan, develop, implement, and oversee new applications to expand the functionality of BLR's subscription websites. Measure applications' impact on new subscriptions and renewal rates. Provide marketing and editorial departments with analytics on website usage and response to email newsletters to help plan new products and editorial coverage. Manage staff responsible for BLR's training products, including standard and audio PowerPoints, Web videos, and DVDs.

**Senior Managing Web Editor** (2001 to 2007)

- Manage production and content for BLR's websites and online initiatives. Enhance online products (websites, email newsletters, etc.) and develop editorial component of new online products. Work closely with marketing departments and outbound sales to maximize revenue from online offerings. Manage staff of four online editors and maintain departmental cost effectiveness and efficiency. Write and edit press releases to promote online initiatives. Achieve strategic growth through development of partnership opportunities and professional association alliances.

**Philly.com**, Philadelphia, PA

**1997 to 2001**

**Executive Producer** (2000 to 2001)

- Manage content development and production at Philly.com. Supervise staff of 10 channel managers, producers and designers. Plan and coordinate technological development and support for editorial production and projects. Work closely with advertising managers to identify and develop revenue-producing content.

**Assistant Managing Editor** (1998 to 2000)

- Oversee daily and long-range operations of Philly.com. Plan and coordinate new content and projects with the Philadelphia Inquirer, the Philadelphia Daily News, and outside content providers. Act as liaison between editorial and technical staffs.

**Online Editor** (1997 to 1998)

- Develop and construct new content areas. Produce the home page and section. Produce and maintained online business section.

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**The Bergen Record**, Hackensack, NJ **1989 to 1997**

**Online Coordinator** (1995 to 1997)

- Build, launch, and run The Record's Web operation, including an online newspaper and assorted special sections.

**Federal Courts and Legal Affairs Writer** (1989 to 1995)

- Cover major federal and state court trials. Preview and analyze state and federal legislation and court decisions.

**Montclair State University**, Montclair, NJ **1991 to 1992**

**Adjunct Professor of Journalism**

- Teach courses on News Reporting and Covering the Courts.

**The Connecticut Law Tribune**, Stamford, CT **1987 to 1989**

**Hartford Bureau Chief**

- Cover state Supreme Court, legislature, and law firms. Serve as assignment and copy editor. Manage two-person bureau.

**Day, Berry & Howard**, Hartford, CT **1986 to 1987**

**Attorney**

- Serve as litigation and trusts-and-estates associate for Connecticut's largest law firm.

**St. Petersburg Times and St. Petersburg Evening Independent**, St. Petersburg, FL **1980 to 1983**

**Reporter**

- Cover beats including police and courts, business, and city government

## EDUCATION

**Cornell Law School**, Ithaca, NY

**J.D.** Specialization in International Legal Affairs

**Treasurer**, Cornell International Law Society

**University of Missouri**, Columbia, MO

**M.A.** in Journalism

Washington, D.C., Reporting Program

**Hamilton College**, Clinton, NY

**B.A.** in English

**President**, Psi Upsilon Fraternity

**Hamilton Honor Court**

## PROFESSIONAL SKILLS

Reporting, Writing, and Editing

Internet and Social Media Marketing and Site Development

Corporate Communications

Public Relations

Social Media Site Development

Search Engine Optimization

Dreamweaver

Photoshop

Word

PowerPoint

Excel

## REFERENCES

Available upon request