

# Jonathan M. Haeber

Sole Proprietor  
Chronicas Media

138 Marina Lakes Drive  
Richmond, CA 94804  
Home/Fax: 510-237-6227; Mobile: 510-387-8273  
<http://www.chronicas.com>

## Experience **Discovery Channel**, Berkeley, CA. (6/21/05 to Present)

*Copywriter (full-time)*

- Sole product copywriter for a chain of 120+ Discovery branded retail stores
- Independently produces banners, catalog copy, and packaging for thousands of products
- Writes and researches educational facts for blogs, promotions, packaging, and website

## **Quinstreet, Inc**, Foster City, CA. (5/23/04 to 6/10/05)

*Web Editor (full-time)*

- Content management for a suite of marketing sites optimized for true-search impressions
- Managed and edited the work of 60+ international writers in various levels of expertise
- Produced blurbs, headlines, articles and meta content for dozens of sites and thousands of pages – subjects include education, travel, business, health, financial services and beauty

## **National Geographic News Online**, Washington, D.C. (5/19/03 to 8/21/03)

*Editorial and Production Assistant (contract)*

- Wrote feature news stories on tight deadlines
- Interviewed photographers and historians for news articles
- Journalistic photography published online

## Freelance **CNET Networks**, San Francisco, CA. (8/07-Present)

**CiaoBambino**, Berkeley, CA. (6/07-Present) SEO Consultant

**HQ|Publications**, Lincolnshire, IL. (10/04-2/07) *Weekly Columnist*

**National Geographic News**, Washington, D.C. (10/03) *Contributing Writer (hired for article after contract)*

**The Daily Californian**, Berkeley, CA. (11/15/03 to 5/23/04) *Contributing Writer and Photographer*

**The News Review of Douglas County**, Roseburg, OR (10/99-5/00) *Sports Writer in-training (part-time, high school)*

## Education **University of California, Berkeley**, B.A. in English and Geography, June 2004 (3.3 GPA)

**Skills** Photoshop CS2, HTML, CSS, Dreamweaver, MS Office suite, Spanish (basic to intermediate), search engine optimization (SEO) & search engine marketing (SEM)

**Hobbies** SCUBA & Nitrox certified; weekend/freelance photographer; landscape architecture