

Lea Davis Roark

415 Cutler Street
Raleigh, NC 27603
919.323.5123
lea@713communications.com
www.713communications.com

Lea Davis Roark is an independent writer, editor, and communications professional now accepting new clients. She earned her bachelor's and master's degrees from Duke University, where she focused on French and English language, literature, and narrative theory. During her 15-year career in magazine editing, she won multiple national editing awards and was sought after as a speaker and subject-matter authority. After a two-year stint as a marketing director, she returned to the editing profession as an independent consultant, taking on magazine feature writing, book editing, and the creation of e-newsletters and Web copy. She works comfortably in the academic, business, and consumer environments, bringing a careful and professional eye to print and online work. Samples of her work are available by request.

Principal

713 Communications, Raleigh, North Carolina, October 2004–present

Independent provider of writing, editing, and communications consulting. Experience also includes marketing, business development, and keynote speaking. Engagement by hourly rate, project fee, and monthly retainer.

- Wrote finance columns and 3,000-word business features for *QSR*, a national business magazine for restaurant industry executives
- Wrote and edited chapters for Research Triangle Institute as part of a proposal to provide large-scale, long-term medical care in Iraq
- Wrote e-newsletters and two annual reports for the Duke Institute on Care at the End of Life (ICEOL), a center within Duke University Divinity School
- Reorganized and edited copy for the Duke ICEOL Web site
- Edited and supervised production of *Jewish Ritual, Reality, and Response: Guide to Caring for Jewish Patients and Families*, a book published by the Duke ICEOL for doctors, nurses, and clergy members
- Edited book-length consumer manuscript for publication: *Mama's Little Helpers: Bite-sized Beauty and Style Tips for Busy Moms*

Director, Marketing and Web Services

Brand Fuel, Inc., Morrisville, North Carolina, August 2002–October 2004

- Directed marketing communications, including a re-launch of the corporate Web site
- Identified and built new markets
- Refined and marketed the agency's online company store offering

Editor and Associate Publisher

Journalistic, Inc., Durham, North Carolina, January 1997–April 2002

- Launched and directed all editorial content in *QSR*, a multiple-award-winning national business magazine
- Developed and managed annual editorial budget and all editorial calendars
- Hired and supervised a national stable of contract editors and freelance reporters to produce copy for each issue

- Worked with publisher to create and execute long-term business strategy for the QSR brand, including strategic partnerships and brand extensions
- Fostered and managed tie-ins between print and online products
- Represented and promoted QSR to national business and consumer media, securing high-profile coverage in *The Wall Street Journal*, *USA Today*, National Public Radio, and many others
- Collaborated to develop effective media kits, marketing collateral, and in-house advertisements
- Shared industry expertise with advertising and public relations agencies
- Built relationships with franchisors, franchisees, and other influential contacts at quick-service restaurant chains and research and consulting firms nationwide
- Represented the magazine at national trade shows, executive conferences, and speaking engagements
- Directed content on QSR Online (qsr magazine.com), supervising the online editor and working with the designer and programmer
- Collaborated with production manager, art director, and sales staff to accomplish mutual goals

Editor

Journalistic, Inc., November 1993–February 1996, September 1996–January 1997

- Planned and managed content, editorial calendars, and production schedules for award-winning magazines, newsletters, Web sites, and collateral materials serving clients in telecommunications, business, education, and medicine
- Was point of contact for custom publishing clients
- Hired and supervised freelance reporters
- Managed the work of graphic designers
- Wrote, consulted on, and proofread media kits and marketing collateral

Writer and researcher (contract position)

Journalistic, Inc., February–November 1993

- Researched and wrote feature stories for magazines
- Wrote chapters for the book *Full Potential*, a guide for parents of academically gifted children

Proposal Manager

Research Triangle Institute, Research Triangle Park, North Carolina, February 1996–September 1996

- Coordinated and produced multimillion-dollar research proposals in response to requests from government and private-sector clients
- Applied best practices of magazine publishing to proposals, such as improving writing, editing, and proofreading, creating and managing proper workflow, and enhancing graphic design

Editorial Assistant

Duke University, Durham, North Carolina, October 1992–March 1993

- Working for the national zoology journal *The American Naturalist*, managed communications flow and peer review among authors, associate editors, reviewers, and the University of Chicago Press
- Performed all duties of the managing editor while she was on maternity leave

Intern, Duke Magazine

Duke University, Durham, North Carolina, September 1987–May 1991

- Worked 15 to 20 hours per week throughout academic years and two summers
- Responsible for Class Notes section and short features as assigned by editor

Education

Duke University, Master of Arts, September 2000, concentration on narrative structure and theory, especially as applied to the writing of literary journalism

Duke University, Bachelor of Arts degrees *cum laude* in English and French, December 1991

Woodward Academy, College Preparatory Degree *summa cum laude*, 1987

Professional Awards and Appointments

2001 Folio: Gold Award for Editorial Excellence, for QSR magazine

2000 Folio: Gold Award for Editorial Excellence, for QSR magazine

1999 Folio: Gold Award for Editorial Excellence, for QSR magazine

2000 APEX Award for Publication Excellence, for QSR magazine

1999 APEX Award for Publication Excellence, for QSR magazine

Advisory Council Member, 2003 FoodService Symposium

Moderator for executive panel "Go Faster! Technology for Maximizing Speed of Service," National Restaurant Association trade show, May 2001

Panelist and breakfast-session moderator at the 2001 FoodService Symposium

Headlining speaker at annual convention of Big Apple Bagel/Brewster's Coffee/My Favorite Muffin, a 200-unit bagel and coffee chain, June 2002

Seminars and Skills

- French language: reading, writing, conversational speaking
- Seminar: "Supervising Skills," presented by the American Management Association, February 1997
- Seminar: "Managing Winning Proposals," presented by Shipley Associates, February 1996
- Skilled in Macintosh and Windows operating systems and software, including Microsoft Office, Adobe Acrobat, HTML authoring tools, and a wide variety of other tools