

CINDY GOODMAN

10451 Lonestar Place, Davie, FL 33328

954-646-4990

cindykgoodman@gmail.com

[LinkedIn](#)

Professional Journalist, Content Provider, Social Media Strategist

An accomplished award-winning journalist, nationally distributed columnist with skills in news reporting, feature writing, multi-media content generation, digital copywriting/branding, blogging and social media strategy.

EXPERIENCE:

***Freelance Business Writer, Content Producer, Blogger,
Speaker, Social Media Strategist***

(Jun 2009 –Present)

- Developed national readership and highly engaged audience as writer of column and blog on emerging workplace trends and work life topics, The Work Life Balancing Act, appeared weekly in The Miami Herald and was published in hundreds of U.S. newspapers and online news sites.
- Identified smart, compelling angles for well-read features for Working Mother Magazine, The Real Deal and The Miami Herald's Business Monday. Analyzed trends, pitched topics, and simultaneously produced multiple articles on workplace issues, real estate, personal finance and business profiles.
- Took complicated subjects and broke them into engaging features as special sections writer for Florida Trend magazine. Topics include real estate, wealth management, tax planning, healthcare, MBA programs and women leadership.
- Led communications campaign for statewide organization to promote women on corporate boards. Grew a social media audience for Women Executive Leadership organization on Facebook, Twitter and LinkedIn, prepared conference agendas and program scripts, managed interns.
- Created multi-platform branding/social media strategy for a teen boutique.
- Engaged readers and drew traffic through original, engaging content as co-author and founder of Raising Teens Blog, founder of Work Life Balancing Act blog and author of Miami Herald Balancing Act blog (read by 2,000 visitors weekly). Promoted content on social media channels and engaged influencers.
- Produced content and engaged members as author of a weekly workplace blog for benefits giant, Ceridian LifeWorks.
- Communicated and interacted with audiences at conferences, workshops and radio shows as a paid public speaker and frequent radio guest on workplace, work-life, and leadership topics.
- Published a monthly e-newsletter using Constant Contact, created several websites built with WordPress, produced a news video using Adobe Premiere Pro.

- Grew a social media audience of more than 5,000 followers as a personal brand on Facebook, Twitter and LinkedIn.

Columnist/Business Reporter

(Jun 1993 -Jun 2009)

The Miami Herald

- Generated high interest news and feature articles as business reporter covering law, accounting, real estate, public companies, small business and women-owned businesses.
- Identified trends and drew diverse readership as columnist on workplace and work life issues by offering unique perspective on timely topics. Built large following of employers and employees.
- Became a must-read columnist for Business Monday for 10 years, writing on the business side of the legal industry. Contributed South Florida features to National Law Journal.
- Led newspaper's digital evolution as one of the first bloggers and Twitter account holders for The Miami Herald.
- Brought news to television viewers as The Miami Herald's weekly contributor for the morning newscast of CBS 4/My33.

Reporter

(Apr 1989 -May 1993)

Daily Business Review, Miami

- Broke news of interest prior to large dailies on topics including Business, Law and Real Estate in South Florida. Authored insightful features to provide readers greater perspective.

EDUCATION:

Master of Arts in Mass Communications, Specializing in Social Media
University of Florida (online)

Currently Enrolled

Bachelor of Science in Journalism and Mass Communications
University of Florida

May 1986

SKILLS/TRAINING

Writing & editing, digital copywriting and online branding, social media strategy, video editing, social analytics, multimedia storytelling. Certified in Hootsuite.

ACTIVITIES:

- Miami Herald Silver Knight Awards Judge (8+ years, Categories include Business, New Media, Journalism)
- Essay Editor for high school seniors' college applications (students accepted to top-ranked colleges including Brown University, MIT, Stanford University, Emory University and University of Florida)
- Board Member, Women Executive Leadership, which promotes advancement of women on to corporate boards (Vice President of Communications, produced monthly newsletter, maintained social media accounts, managed interns)
- Awards Judge, Broward County's National Association of Women Business Owners, Youth Leadership Council Essay Contest
- Communications Committee, Debbie's Dream Foundation/Curing Stomach Cancer
- Mentor, Miami Herald's Teen Speaks

HONORS/AWARDS:

First Place Winner, General Excellence in Business Writing, Florida Press Club

Excellence in Communications Award, Debbie's Dream Foundation

National Association of Women Business Owners, Media Honoree

Board Recognition Award, Women Executive Leadership (201

