

# Emily Betz Tyra

A flexible thinker and a creator of full-sensory content who can't resist a moment to surprise and connect. I adore a juicy story and a real laugh.

**It's all about stoking joy.**

## EXPERIENCE

### **The Ticker**, Traverse City and Leelanau Co. — *Senior Writer*

JAN 2020 - PRESENT

- + Scoop news and seek truth for an uber-local digital audience of 33,000+.
- + Genuine and effective interviewer, connection-maker and storyteller.

### **MyNorth Media**, Traverse City — *Editor*

JUNE 2018 - JAN 2020

- + Curated a strategic yearly editorial calendar for 12 issues of *Traverse*, *Northern Michigan's Magazine* and 22 niche MyNorth special publications (e.g. *Holidays*, *Real Estate*, *Weddings*, *Inspired Life*, *GIVE*).
- + Reinvigorated and refreshed legacy products to have a new life in the marketplace (e.g. *MyNorth Vacation Guides*).
- + Ensured all content propelled forward a 39-year legacy to protect and reflect a love of Northern Michigan.
- + Inspired and guided a close-knit in-house editorial team and up to 12 freelancers at a time, with passionate, mission-driven servant leadership.
- + Assigned, edited and proofed all content to meet rigorous daily and monthly deadlines, staying within editorial budgets.
- + Cultivated a strong partnership between edit and art teams to create engaging, polished, dynamic content packages that moved seamlessly from print to digital/social—and vice-versa.
- + Identified and developed sellable cover and editorial concepts, and implemented them with the team, e.g. the July 2019 *Traverse* cover story/cover lines/image "Michigan Rock Hunting is the Best on Earth" had an 82% sell-through on newsstands; the digital version of the feature just surpassed 200,000 page views on MyNorth.com. Teamwork at its best.

### **Taste of Home**, Milwaukee — *Editor* FEB 2016 - MAY 2018

*Senior Editor* JUN 2012 - FEB 2016 *Associate Editor* DEC 2010 - JUN 2012

- + Developed and curated an ongoing supply of original food and lifestyle material for *Taste of Home's* flagship (6 issues/year) and special interest magazines (30+ issues/year). This content fueled passion and trust for an iconic, one-of-a-kind brand among an audience of 2.2 million readers.
- + Led a team of 3 editors in daily writing and editing to usher content through deadlines. Personally responsible for final content approval.

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## SKILLS & NATURAL LEANINGS

I am a nimble problem solver who listens, speaks up, reflects and works collaboratively to produce highly visible, profitable editorial packages.

A buoyant spirit. Keeps it light and upbeat for optimal creativity.

Responsive to change. Assumes the positive. Open to suggestions.

Proficient in InCopy, Microsoft Office, various content management systems.

## WHY I'M GOOD FOR YOUR PROJECTS

**I have a razor focus on the reader/audience.** I create story ideas and concepts that readers love and that bond them with the magazine or brand. This keeps them coming back for more.

**I have a keen sensitivity** to creating within a brand's belief system—I find the pacing, blend of content and word choices that make for the most authentic mix.

**I keep it crisp.** The content I touch must be accurate, succinct and irresistibly readable.

- + Actively steered creative content planning meetings and brainstorm.
- + Synthesized all big-picture and nitty-gritty decisions and captured them in our editorial lineups. This included: recipe needs, sidebars, wish-lists, point-people, assignments, products to feature, promotional plugs, goals for the overall look and direction of the content.
- + Served as main editorial liaison between Editorial, Art, Food, Studio, Test Kitchen, Copy Desk, Production and Premedia departments at all stages of production.
- + Participated in and guided recipe taste tests. Objectively evaluated each recipe that ran in the magazine(s) (approximately 60+ recipes per issue for *Taste of Home*) to determine if they worked in the overall mix. Familiarized myself with recipe preparation in order to edit effectively.
- + Collaborated with Chief Content Officer, Editor-in-Chief and Creative Director (plus the hands-on edit and art teams) to determine cover topic, foods and cover lines. Kept abreast of newsstand trends and trusted my internal compass to guide us to images and language that sell.
- + Traveled as a spokeswoman and promoted *Taste of Home* branded products live on QVC.

### **Penzeys Spices, Milwaukee — *Catalog Writer***

JUNE 2009 - NOV 2010

- + Wrote and edited headlines, stories, sidebars, recipe headnotes and method in keeping with founder Bill Penzey's purpose and vision and speaking to a target audience of those who "love to cook, and cook to love."
- + Prepared catalog and website recipes to ensure directions and techniques were crystal-clear and user-friendly.
- + Assisted kitchen crew to prepare staff lunches for 100+ featuring Penzeys spices and spice blends.
- + Go-to maker of meringues, even on a humid Milwaukee day.

### **Traverse, Northern Michigan's Magazine, Traverse City — *Associate Editor (previously Staff Writer)***

JUNE 2000 - AUGUST 2009

- + Wrote my heart out for 9 years, capturing the culture, natural wonders, food scene, wine world, vibrant personalities and nostalgia of Northern Michigan.
- + Led team of interns for 9 consecutive summers.
- + Cut my teeth, soaked up invaluable advice from an array of mentors, honed my own editorial instincts and voice.

## **EDUCATION**

### **Albion College, Albion, Mich. — Majors in *English, Spanish***

SEPT 1996 - MAY 2000

**I keep it fresh.** I seek out new hooks for recurring departments, annual editorial franchises or fan favorites.

**Meetings: call me weird ... I like them.** I come prepped, with ideas and solutions galore. I listen carefully, take the pulse of the participants and read the reactions of all stakeholders. Why not walk away from meetings with decisions and next steps in place?

**I'm all in.** The shortest blurb or brief is planned and managed as thoroughly as the most complex special section.

**Art thou bored?** I add the "fun factor" and conversational tone.

## **I LOVE...**

Practicing reiki, making homemade soups (in all seasons), paddling, hiking with my dogs, growing cut-and-come-again flowers, being the fun aunt.