**Fred Aun**

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http://fredaun.wix.com/fred

**Award-Winning Writer – Skilled Editor**

**Proven Versatility**

Many years of professional journalism taught me how to quickly learn new subject matter and explain it, as simply as possible, to readers. I am one of the fastest writers around, producing lean and clean copy that hits the mark.

I’ve written more than just hard news. My experience includes advertising copy, opinion columns, Web content for businesses, blog blurbs, social media posts and more.

**Work Experience**

**Owner and Editor**

[TAPintoRoxbury](http://www.tapintoroxbury.com) – 2014-

An award-winning hyperlocal online news site focusing on Roxbury Township, NJ. Part of the TAPinto.net family of similar sites. I write the stories and I sell the ads.

**Founder, Owner and Operator**

[MOBILE GRAPHICS NEW JERSEY](http://www.mobilegraphicsnewjersey.com/) – KENVIL, NJ 2010 -

Sole proprietorship offering on-site merchandising/advertising services to car dealerships. Built multi-state customer base through cold-calling, self-marketing and product innovation.

**Associate Director of Marketing**

[ECC HORIZON](http://www.ecchorizon.com/) & [ECAP](http://www.ecapnation.com) - RANDOLPH, NJ 2011-2014

* Mastered WiX.com for Web site creation utilizing online Flash and HTML5 site editors
* Launched several blogs and social media pages
* Designed graphics for booths used at trade shows, including 10-foot-wide murals
* Developed and managed in-house production of all print collateral, including design, printing and distribution
* Created online ‘flipbooks,” where images appear to animate, using online services including FlipSnack and Uberflip
* Crafted and distributed branded holiday e-cards
* Administered the company CRM program
* Self-taught in the use of Adobe Photoshop, Adobe Acrobat Pro, Microsoft Publisher, WordPress, MailChimp.com, Pipeline Deals.com and the Wufoo.com form builder

**Freelance Reporter/Columnist/Copywriter**

SELF-EMPLOYED – BLAIRSTOWN, NJ 2001-2011

From an office in an old barn, wrote online and print content for news organizations as well as marketing copy for several advertising/public relations agencies with major clients including Samsung, BMW and Sun Microsystems. A typical day involved writing a [column](http://tinyurl.com/ku73z5n) about trout fishing for The Star-Ledger, a news piece about Web advertising for [www.clickz.com](http://www.clickz.com) and success stories for an IT company’s new Web site.

**Senior Editor**

ZIFF DAVIS MEDIA NEW YORK, NY 2000-2001

Full-time staff member for SmartPartner, a weekly trade magazine focused on the computer reseller space. Researched and wrote tech business news and features and was a main contributor to the “First Shots” section which poked fun at industry ironies and foul-ups.

**Staff Writer**

THE STAR-LEDGER NEWARK, NJ 1989-2000

Specialized in coverage of courts and crime. Led the nation in breaking news about the 1998 “thrill-kill” murders of two pizza deliverymen in Sussex County, NJ. Also wrote opinion columns and covered politics, the environment and county government.

**Education**

B.A., William Paterson University, Communication

A.S., County College of Morris, Business

**Awards**

First Place, Spot News – New Jersey Press Association

Third Place, Column Writing – New Jersey Press Association

Second Place, Feature Writing – New Jersey Press Association