

NEW MEDIA
ENTREPRENEUR

ANNIE
POST.com



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Annie Post is a **business adrenalin junkie** with over 30 years experience as a business writer and entrepreneur. Annie came from an entrepreneurial family and was engaged in its growth from small to public company. That experience began a lifelong focus on business, venture capital, and entrepreneurial issues as a writer, publicist, and investor. In 2001, Annie funded and launched **SLAMMED MAGAZINE**, a national trade publication for the restaurant industry. Currently she is an investor, web developer, graphic designer and IT professional.

COMPETENCIES

Annie has accrued a broad-based **skill set**: Writing, editing, publishing, circulation; IT, networking; software (Quickbooks, Adobe Creative Suite, All Apple Software, MS Office, Database software, etc.); web, video and graphic design; social networking; branding; HR... basically whatever know-how has been required to grow a business.

EXPERIENCE

WEB & GRAPHIC DESIGN/ MARKETING/BUSINESS DEVELOPMENT / PERSONAL INVESTING /COMPUTER REPAIR

FREELANCE

HULL, MA 2007- CURRENT

Clients included THE HELP in Boston. Worked extensively to launch a UBER-ized version of a personal concierge service. Spearheaded the concept; sourced overseas backend developers; branding, funding; business plan.

Sample of recent designs are available at www.anniepost.com. Currently revamping hinghamre.com for Hingham Real Estate including MLS database integration.

PUBLISHER AND FOUNDING EDITOR

SLAMMED MAGAZINE

BOSTON, MA 2000- 2007

Launched a hip trade publication for the restaurant industry modeled on **WIRED MAGAZINE**. Grew circulation from a regional w/ approx. 15,000 subscribers to a national magazine with over 60,000 subscribers. Took annual ad revenue from \$200,000 to over a million within four years. First restaurant trade concept to target the entire restaurant team and independent operators.

WRITER / EDITOR / RESEARCHER/ PR

ROBERT CHAPMAN WOOD; MCKINSEY&CO.; FREELANCE

BOSTON, MA 1990-2000

Writer, researcher and ghostwriter on a number of best-selling business books. Collaborated with author and business guru Richard Whiteley on **THE CUSTOMER-DRIVEN COMPANY**, **CUSTOMER-CENTERED GROWTH** and **LOVE THE WORK YOU'RE WITH**. Publicist for SmartRoutes Inc. placing stories in the **Wall Street Journal**, **CNN**, etc. Hired by **McKinsey & Co.'s Tomorrow Lab** to research potential future market disrupters for thought leaders including the upcoming technology at the time, Tivo and 4G Broadband.

SALES MANAGER/ OPERATIONS

MEYERTECH & CENTRAL SPRINKLER CORP.

LANSDALE, PA / DALLAS, TX 1982-1990

Helped to bring a family company public. Worked in various positions such as sales manager, marketing, operations, opening district offices, etc.

EDUCATION

Drexel University — Philadelphia, PA 1982 Communications Major