

Lance Woods

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Experience

Diamond Comic Distributors (1991-2025)

10150 York Road, Suite 300, Hunt Valley, MD 21030

Distributor of English-language comics and related pop culture toys, collectibles & merchandise.

Senior Editor-Marketing (2006-2025)

- Member of department responsible for content generation & dissemination in a deadline-oriented environment to provide retail customers with information to help them operate their businesses more efficiently and profitably.
- Retained as essential personnel during COVID-19 furlough period, Spring 2020.
- Served as Managing Editor for daily and weekly newsletters containing product-related news, stock availability updates, product shipping advisories and other breaking information.
- Generated content for company website, including product promotion articles, weekly & monthly sales reports, and information regarding company services and policies.
- Created targeted email advisories regarding product & shipping changes, corporate policy updates, publisher promotions and time-sensitive developments.
- Contributed to creation of other resources including promotional materials, PowerPoint presentations for trade shows and internal procedural documentation.
- Consulted with mid- and upper-level management to draft and refine policy statements, advisories and customer messaging.

Senior Editor-Marketing (2006-2025)

Managing Editor, Diamond Daily e-newsletter (2016-2025)

Contributing Writer, Diamond Daily e-newsletter (2014-2016)

Managing Editor, Diamond Dateline weekly print/e-newsletter (2000-2014)

Marketing Copywriter (1993-2000)

Proofreader (1991-1993)

The Arbitron Company (1987-1990)

(NOTE: Now Nielsen Audio)

9705 Patuxent Woods Drive, Columbia, MD 21046

Marketing research firm providing TV/radio audience measurement and analytics.

Survey Administrator (1988-1990)

- Monitored & audited sample from across the U.S. to ensure methodological consistency and quality control.
- Helped develop survey interviewer training materials and in-house procedural documentation.

Survey Assistant (1987-1988)

Skills

- MS Office (Word, Excel, PowerPoint)
- Adobe Dreamweaver
- Adobe Photoshop Elements
- CyberLink PowerDirector

Annapolis Video (1985-1987)

17 West Street, Annapolis, MD 21401

Manager

- Supervised operation of video rental store.

Education

B.A., Visual & Performing Arts | 1983

University of Maryland Baltimore County

Certificate of Completion, "Essentials of Human Resource Management" | 2009

University of Maryland Baltimore County