

# Lance Woods

7876 Cheverly Lane | Glen Burnie MD 21060  
Home: 410/766-0844 | Cell: 443/520-7927

Email: [lancewoods@verizon.net](mailto:lancewoods@verizon.net)  
Web: [lancewoods.info](http://lancewoods.info)

## 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)

### Annapolis Video (1985-1987)

17 West Street, Annapolis, MD 21401

#### Manager

- Supervised operation of video rental store.

## Skills

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

## 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