

Doug Van Pelt

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Professional Summary

EDITOR/PUBLISHER OF HM MAGAZINE FOR 27 YEARS

- Founded/launched publication of HM Magazine in June of 1985
- Responsible for creative writing, all editing, proofing, layout, design and circulation of this bi-monthly, internationally circulated magazine.
- Oversaw growth of magazine from zero to peak circulation of 23,000, including direct marketing to retail stores and communicating with wholesale distributor
- Operated small business, including hiring personnel and managing staff of two to five employees and a regular rotation of interns (including the launch of the "Intern Diaries" blog), keeping office network efficiently running
- Responsible for selecting all creative content along with assigning a portion of stories and reviews among a pool of 24+ freelance writers, coordinating interviews, graphics and photography
- Maintained strong relationships with publicists from music industry and entertainment companies
- Coordinated publicity and marketing campaigns to promote the *HM Magazine* brand worldwide
- Managed, sold, designed and placed print and online advertising
- Interviewed on radio, television and film numerous times. Called upon for speaking engagements

NEW MEDIA

- Spearheaded and maintained all emerging media and social networking communication, including regular, ongoing work with **hmmag.com** website, Facebook and Twitter accounts
- Enhanced and updated Website daily with news and blogs, with special content added weekly and monthly
- Weekly enewsletter sent to 8,500+ opt-in e-subscribers
- Text messaging service launched
- Engineered or oversaw 28 Podcast episodes
- HM branded (Firefox) web browser reinforced branding, along with custom buttons for news, podcast and videos, along with twitter feed
- Moderated message forum and current google group
- Managed over 45 CD sampler projects, as well as video magazines and retail albums
- Proficient with Adobe Creative Suite (especially InDesign, PhotoShop), MicroSoft Office (Word, Excel) and WordPress, MovableType

Career Highlights

- Published three books: *Rock Stars on God*; *Desert High*; *Rock Stars on God, V.2* (Relevant Books; HM Press)
- Managed artist selection, booking and emcee duties at HM Magazine Stage at Cornerstone Festival
- Winner of Silver Telly Award for "HM/Gwar" commercial spot campaign
- Selected for Compassion International "Bloggers' Tour" to Uganda
- Judged *FameCast Season 3 Finals* and Club 3 Degrees Band Tournament
- Served on SXSW panel on Christian Rock
- Speaker at Meltdown Conference in UK and Calvary Chapel Pastor/Leadership Conference
- Hosted Heaven's Metal showcases at Foundations Forum convention
- Columnist for *Guitar World* (1992-1994) and *CCM Magazine*
- Executive Producer: *Heaven's Metal Collection* (2-disc) boxset (Star Song Records)
- Freelance writer for *CCM*, *Guitar World*, *Revolver*, *Cat Fancy*, *Notebored*

Education

Bachelor of Arts degree (Government major, Journalism minor) University of Texas at Austin (1986)