

Chris LaMorte

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Summary

I am an experienced feature and lifestyle writer with work that's appeared in the Chicago Tribune, UrbanDaddy, Oprah.com, Wind City Times, Westword and more. I file tight-and-bright copy and am known for my clear, unique voice. I'm always on the prowl for a good assignment.

Experience

UrbanDaddy Chicago Editor 2008-2015
UrbanDaddy National Travel Editor 2015-2017

- Launched Chicago edition of email-based style, culture, travel and entertainment guide; grew list to >300K subscribers, regularly hitting 30%-open rates
- Developed nationally focused Culture & Travel content vertical, focusing on art, entertainment, and hotels
- Wrote eye-catching copy, headlines, and subject lines while meeting aggressive daily deadlines
- Produced marketing campaign copy, including for clients such as Emirates, Sony, Red Bull, and Heineken
- Enhanced social media efforts via Facebook and Instagram, aggressively growing brand's market reach

Chicago Tribune Sunday Magazine, Special Contributor 2003-Present
Metromix, Dining Editor 2004-2008

- Write feature stories on lifestyle topics (travel, food, nightlife, celebrities) for 1MM circulation insert magazine
- Oversaw all dining content for Metromix, accounting for one quarter of all site traffic
- Wrote influential reviews of bars, nightlife, Chicago events as well as trend pieces
- Supervised content integration and export to print partners, including RedEye and Chicago Tribune

OTHER RELEVANT EXPERIENCE

- Lettuce Entertain You Enterprises, copywriting for top restaurant group, 2014-present
- Magellan Development, create web and print copy for new apartment complex
- Harpo Productions, Chicago, Audience Development Manager, 2000
- Westword, Denver, Colorado, Online Editor, 1996-2000

Education

Masters of Science, Journalism 1993
University of Illinois, Urbana-Champaign

Bachelors of Arts, Communication 1992
DePaul University