

Scott Kramer

1114 Dowitcher Ct., Carlsbad, CA 92011

760-271-0096

kramerfreelance@yahoo.com

Experience:

7/03 – Present

Freelance Writer/Contributing Editor/Copywriter to:

Abroad Magazine, adidas, Amtrak's Arrive!, Callaway Golf Magazine, Carlsbad Magazine, Cleveland Golf, Cobra Golf, CLM Software, Edwin Watts Equipment Insider, Estates West Golf Living, Golf for Women, Golf Tips, Junger Public Relations, Links Magazine, Met Golfer, Nicklaus Golf, PGA Magazine, PGA Championship Journal, Private Clubs, Ritz-Carlton Magazine, The Sporting News, Tour Edge Golf, Travel & Leisure Golf, Travel Savvy Magazine, VegasGolfer Magazine

5/98 – 6/03

Senior Editor, *Golf Magazine, Oceanside, CA*

- Managed West Coast editorial operations of the world's most widely read golf publication
- Designed, edited and wrote equipment features, articles and a monthly column, as well as other golf-related articles, for the magazine's 6.5 million readers
- Brought *GOLFmail* e-zine concept to the magazine and published it daily to 6,000 industry subscribers
- Contributed trend features for the magazine's GolfOnline.com web site and produced daily PGA Merchandise Show reports for the site
- Communicated perpetually with more than 300 equipment manufacturers, marketers, public relations people and engineers, and reported my findings to readers through the magazine

11/91- 5/98

Senior Editor, *Golf Pro Magazine, San Diego, CA*

- Managed West Coast editorial operations of the world's second-largest and only monthly golf trade publication
- Designed, edited and wrote features and articles about equipment, merchandising, pro shop and golf professionals
- Conducted demographic and financial surveys on manufacturers, products, pros and consumers
- Communicated perpetually with more than 300 equipment and apparel manufacturers, marketers, public relations people and engineers, and reported my findings back to the industry through the magazine
- Submitted marketing ideas on a regular basis to generate more revenue
- Shot and published photographs to save magazine from extra expense
- Won national Editorial Excellence awards in 1992 and 1993, nominated in 1994
- Frequent guest golf expert on Prime Sports Radio Network

Technical Experience:

3/89 - 11/91

Systems Marketing Engineer, *Lee Data Corp., Huntington Beach, CA*

Designed/presented HLLAPI software that synchronized to host systems and expedited online and batch programs by up to 300 times. Wrote coinciding technical specification documents for the applications, many of which pertained to international package tracking systems.

1/85 - 3/89

Programmer Analyst/Technical Writer, *Parker Hannifin, SAIC, and Carter Hawley Hale*

Worked in JCL, COBOL, CICS/VS, devising, writing and debugging batch application and real-time programs, including hydraulic, UPC code tracking, retail point-of-purchase systems, mainframe program testing, and general business and accounting systems. Tasks also included writing detailed technical documents of program and application specifications, as well as of testing procedures.

Education:

1984

B.S. in Computer Sciences, *Coleman College, La Mesa, CA*

1983

B.A. in Industrial Psychology, *San Diego State University*