

Monica Gonderman

<https://linkedin.com/in/monica-gonderman>

PROFILE

Upon graduating from the University of California, Irvine, in 2006, I turned my passion for custom trucks into a multi-faceted nearly two-decade automotive career at the Motor Trend Group. During that time, I received a Master of Arts in Biblical Counseling and directed the children's ministries program at my local church.

WORK HISTORY

Journey South Bay Church, Redondo Beach, California **April 2013 – October 2016**

Director of Children's Ministries

- Ran weekly children's Sunday school program
- Managed and coordinated volunteer schedule
- Selected curriculum and materials
- Collaborated with church staff and parents
- Monitored and taught children's classes

Motor Trend Group, El Segundo, California **June 2006 – February 2024**

MotorTrend.com: News Writer - February 2020

- Established and maintained automotive industry media relations through researching daily news topics (assigned, pitched, or self-initiated)
- Pivoted quickly to collaborate on and cover breaking news stories
- Created, edited, and SEO-optimized written content directly in Word Press, the company's content management system (CMS)
- Carved out a niche in the adventure van and off-road trailer segment, becoming MotorTrend.com's #3 (page views) and #5 (visits) author in 2023
- Completed First Test reviews, SEO listicles, product comparisons, and other long-form feature articles

Fourwheeler.com and Trucktrend.com: Newsroom Editor - August 2017

- Managed and supervised a team of writers
- Oversaw content production through assigning, editing, and scheduling/publishing all web content in a CMS
- Analyzed story performance and analytics, adjusting content strategy according to market trends
- Contributed written content in the form of features, event coverage, and news

8-Lug HD Truck Magazine/Work Truck Review Magazine: Editor-in-Chief - September 2014

- Developed themed monthly print runsheets, assigning stories to freelance contributors and internal staff

- Adhered to print budgets and deadlines, working directly with copy editors, managing editors, art directors, advertisers, and the sales team
- Copyedited, proofread, and fact-checked print magazine content
- Wrote monthly editorial departments and other features
- Approved layouts for accuracy, storytelling congruency, and ad placement

Fourwheeler.com and Trucktrend.com: Associate Online Editor - April 2013

- Wrote, edited, SEO-optimized, and scheduled/published web content in a CMS
- Managed and posted unique content to the company's magazine-branded social media properties directly and through marketing tools, including *Truckin's* Facebook page

Truck Group: Web Producer - June 2006

- Managed a team of junior web producers
- Formatted Word documents and assets in Adobe Photoshop in order to digitize truck magazine content
- Created web story layouts, completed SEO fields, and published content to multiple truck brand-specific websites through an in-house content management system
- Wrote and published web exclusive content and blogs, including unique truck event coverage and print magazine story expansions
- Updated homepages and improved website sections
- Moderated and contributed to user-generated content (UGC), including forums and readers' rides
- Curated, formatted, and published email newsletters

SKILLS

Writing, editing, journalism, content production, teaching, media relations, publishing, social media, counseling

EDUCATION

- Master of Arts in Biblical Counseling (MABC)
The Master's University, Santa Clarita, California
Graduated May 2019
- Dual Bachelor of Arts: (1) Criminology, Law and Society
(2) Social Ecology
University of California, Irvine
Graduated June 2006

PROFILES

<https://linkedin.com/in/monica-gonderman>

<https://realtruck.com/blog/monica-gonderman/>

<https://www.dieselarmy.com/author/mgonderman/>