

## Highlights

### Vice President/Editor-in-Chief @ Citysearch



As Editor-in-Chief of Citysearch.com – InterActive Corp’s local content and search portal with 15 million unique monthly visitors – Moritz guides the overall **creative, editorial, and branding strategies** for the company. His responsibilities include managing a **national team of 20+ local city editors** and an expansive network of freelance contributors. As part of a yearlong **overhaul and re-launch** of the entire site in 2009, Moritz re-envisioned Citysearch’s editorial strategy with a focus on **editorially-curated, user-generated content**. He has been responsible for overseeing the strategic and editorial efforts behind Citysearch’s first-ever forays into social media – including highly successful **Twitter and Facebook** campaigns – the creation of a community-driven **blog network**, the launch of a **local content syndication** platform, and the introduction of robust **mobile apps** for all major devices.

### Executive Producer @ HBO New Media



As co-Executive Producer of the HBO online comedy network ThisJustIn.com – a joint TimeWarner new media venture with AOL -- Moritz assembled a **30+ member staff** and oversaw all aspects of the editorial and production process. Responsibilities included establishing an **editorial mission, voice and brand identity**; managing bi-coastal creative teams (full-time and freelance); producing **original video programming**; developing **daily blog content**; launching **social media campaigns**; building site **communities** and recruiting user-contributors; optimizing for **SEO**; generating **budgets**; and interfacing with HBO/AOL executives and sales teams.

### West Coast Editor @ GQ Magazine



At GQ Magazine, Moritz served as the **West Coast eyes, ears and voice** for the 900K+ circulation national men’s publication. His frequent missives from Hollywood found him covering **pop-culture, entertainment and “The Industry”**, as well as style, technology and epicurean trends.

### Senior Web Producer @ MTV Interactive



As Senior Producer at MTV Interactive, Moritz developed strategic initiatives and original content designed to **bridge the gap between broadcast and online programming**. Working with the channel’s on-air producers, he was responsible for introducing breakthrough **daily interactive segments** to the *TRL*-precursor, *MTV Live* featuring Carson Daly.

## Chronology

<b>Vice President/Editor-in-Chief</b> Citysearch.com	2007-present Los Angeles, CA
<b>Executive Producer</b> HBO New Media	2006-2007 Los Angeles, CA
<b>West Coast Editor</b> <i>Men’s Health</i> Magazine	2005-2006 Los Angeles, CA
<b>West Coast Editor</b> <i>GQ</i> Magazine	2000-2005 Los Angeles, CA
<b>Creative Director</b> <i>Alltrue.com</i> Reality Network	1997-1998 New York, NY
<b>Senior Web Producer</b> MTV Interactive	1996-1997 New York, NY
<b>Web Producer/Writer</b> TheKnot.com	1996 New York, NY
<b>Interactive Producer</b> Downtown Digital/ AT&T	1995-1996 New York, NY
<b>Executive Editor</b> <i>Tell</i> Magazine	1992-1995 New York, NY
<b>Associate Producer</b> <i>The Jane Pratt Show</i> /Lifetime	1992 New York, NY
<b>Associate Editor</b> <i>Seventeen</i> Magazine	1989-1992 New York, NY
<b>Feature Writer</b> <i>The New York Times, GQ, Rolling Stone, Elle, New York, Fortune, Men’s Health, Gourmet, Spin, InStyle, W, House &amp; Garden, Maxim, Allure, Real Simple, Best Life, Blueprint, Blender, Cosmopolitan, Glamour</i>	1991-present
<b>Contributing Editor/Columnist</b> <i>Parade</i> Magazine	1998-2005

## Education

<b>Harvard University</b> Radcliffe Publishing Course	1989 Cambridge, MA
<b>University of California</b> Bachelor of Arts	1984-1988 Berkeley, CA

## Biography

### New Media

Robert Moritz is the VP/Editor-in-Chief of Citysearch.com, the nation's leading provider of local content and search services. He is responsible for guiding the overall creative, editorial and branding strategies for the company as well as managing the national team of local city editors. Prior to joining Citysearch, he was Executive Producer of HBO New Media's Online Comedy Network where he oversaw original programming for the division.

Moritz is a former Senior Producer for MTV Interactive charged with developing strategic initiatives and original content designed to bridge the gap between the channel's broadcast and online programming. Before joining MTV, he was a Producer at AT&T's Downtown Digital research lab creating original Interactive Television and Web programming, as well as Creative Director for the Alltrue.com online reality TV network.

### Publishing

Moritz is the former West Coast Editor of GQ Magazine as well as West Coast Editor for Men's Health Magazine and its sister publication Best Life. He was also West Coast Editor at Parade Magazine where he covered entertainment and technology for the 40+ million circulation weekly.

Moritz' feature writing has appeared in The New York Times, Rolling Stone, Elle, New York, Fortune, Gourmet, Spin, InStyle, W, House & Garden, Allure, Real Simple, Blueprint, Blender, Cosmopolitan and Glamour (where he penned the magazine's signature "Jake" column).

A lapsed teen professional, Moritz is a former Features Editor of Seventeen Magazine and the author of the I Still Know What You Did Last Summer Diary (Simon & Schuster) as well as a contributor to the national best-seller, The Knot's Complete Guide to Weddings in the Real World (Broadway). But you probably know him best as the co-author of the best-selling humor book, Sponging: A Guide to Living Off the Ones You Love (HarperCollins) currently in major motion picture development.

## Index

**CNN, The View, ABC Prime Time News with John Stossel, Fox News, The John Stewart Show, MTV's House of Style, Good Day New York and Montel.**

Media outlets that have featured Mr. Moritz as a Pop Culture expert



Mr. Moritz' official sensitive portrait

**clips.mrmoritz.com**

Online destination featuring Mr. Moritz' elegant writing samples

**The Radcliffe Publishing Course at Harvard University**

Mr. Moritz' quasi-Ivy League experience

**A bachelor's degree in Literature from the University of California, Berkeley**

Mr. Moritz' undergraduate achievement

**Los Angeles Guerrilla Gardeners**

Community activist groups he is a member of

**Tony Hawk**

Athletes who have leapt over Mr. Moritz on a skateboard

**Natalie Portman, Lindsay Lohan, Kate Beckinsale, Christy Turlington, Amy Adams, Reese Witherspoon, Jessica Alba, Tom Arnold**

Celebrities he has interviewed and/or co-starred with

**Salma Hayek**

Celebrities who have stated, publicly, that "they don't want to be friends" with him