

Welcome and thanks for visiting my blogfolio.



First off, my full name is Eduardo Cruz Eusebio. And if you Google that, you'll discover my other life as a fiction writer and arts publisher

A publishing professional with over a decade of experience in B2C and B2B magazine, newspaper and web 1.0 & 2.0 publishing, I'm also a key drone in the hive mind collective at [X Media Services](#)

. A [custom web publishing, development, hosting and marketing company](#)

I've conceived, designed and developed advanced Web 2.0 content-rich websites as a Principal at [Xmedia Services](#) . A provider of [custom web development, design, hosting, SEM and SEO](#) for non-profits, associations and others who do good work.

I have a great depth of experience in sales & marketing, as well as business development & alliance building. I also an [award-winning fiction writer](#) and editor, with hundreds of bylines and articles to my credit.

I believe in doing business for the Greater Good...

I grew up a Christian in the American Midwest, and though I no longer attend services, the concept of looking out for my neighbor, being open to differences in belief, and doing good work in this world are deeply instilled. A sense of personal mission and social responsibility are important to me. I prefer doing business with companies and people who share my interest in serving the greater good for this planet and the creatures on it, and strive to create value in all my relationships.

I'm a "serial" publisher

I've always been interested and active in publishing and all its aspects (writing, editing, design, marketing, sales and distribution). From print publications I launched in the 90's, such as art and literary magazine, *Hyphen*, to a small-town newspaper, *The Reporter*, to B2B and B2C websites I've developed for clients, I've had the opportunity to grow with "publishing" as it moved from print (Remember those hot wax rollers and pressing wet Linotype photo typeset strips to blue boards?) to today's social media collaboration, content rich websites. I've had the joy of following publishing from the print to digital and web publications

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I know Business -- and how good strategy leads to revenue and success

At a research company I was instrumental in shifting their publishing strategy from print to include sophisticated online subscription, sales and web marketing.

Beyond publishing, I'm a technology professional with 10 years experience in the areas of business development, sales, channel management, account management and consulting. I understand and can recommend publishing strategies, based on consulting on business needs and capabilities.

I'm a philosopher and a grunt

I can help clients dream up what is strategically possible, and then get the job done.

My core technology expertise includes website development, search engine optimization, php, CSS, open source software, social media, and the online publishing system Joomla!

I edited / wrote over 200 financial articles on affluent and retirement market for B2B and B2C financial newsletters, large studies and client publications. I also have 200+ newspaper bylines, through my own newspaper (which I founded) as well as the Chicago Tribune.

Education / Awards / Volunteer

I have a Masters in Creative Writing from Columbia College, '93, where I taught Fiction Writing as well as Small Press Publishing as an Adjunct Professor. In 1993, I won the AWP Intro Award for Fiction as well as Columbia University Scholastic Press, First Place for Traditional Magazine Fiction. I also hold a BS in psychology from Bradley University, '85.

While in graduate school I founded and was publisher / editor of the acclaimed, Chicago-based art & literary magazine, [hyphen](#). My writing has appeared in literary magazines and journals across the U.S., including the recent publication of my award-winning short story, [Disappear](#), in [The Chicago Reader's annual fiction edition](#).

I was also the founder/publisher of small town newspaper, *The Somonauk Reporter*, which brought real reporting to that region for the first time in 50 years.

I currently volunteer as a director of the Riksha Writers Workshop, and serve as Webmaster /Developer of [Mended Little Hearts of Chicago Children's Memorial Hospital](#). Over the years, I have mentored and provided publishing advice to many small press print publications including:

[The2ndHand](#)
[Riksha](#)
[Sport Literate](#)

My Social Media

Written by Ed Eusebio

Feel free to follow me on [Twitter](#) , connect with me on [LinkedIn](#) and [Facebook](#) , or just drop me an email at ed@edeusebio.com.

Best Regards,
[Ed Eusebio](#)