

## RESUME

### Summary of Qualifications

Writer with diverse background in both print and visual media. Expertise in editing, production management, and marketing.

### Experience

#### **Freelance Writer, Creative Consultant.** *July 1994 to present*

- Write copy for magazines, newsletters, marketing and press materials, specialty publications, web sites and e-zines
- Write speeches and scripts for television, video, film, and live events
- Edit magazines, newsletters, and various materials
- Manage the production of projects
- Offer editorial, marketing, and PR consulting services

**Partial List of Credits/Clients:** *Mix Magazine, Government Video Magazine, Videography Magazine, AvidProNet., iCOM Magazine, Digital TV Magazine, Architecture Week, USAonWatch, The Washington Diplomat Newspaper, Production DC, ATTENTION! Magazine, The Business Quarterly, Innovation Magazine, Doctor's Who's Who, Lessons from Our Children, Selling to Seniors, Nurse Rx, AAPA News, ADD and Adolescence, Fatherhood Today, National Assembly News, CNN Headline News, Prince George's Television, TIVA-DC, Media Central, CD Publications, Industrial Designers Society of America, O'Keefe Communications, Baker & Hill, Creative Communications, Xenon Communications, Professional Products, Inc., Premiere Public Speaking, Studio Unknown, Washington Actors Training Company, Wired Different Media*

#### **Creative Director,** *Studio Unknown.*

January 2009 to present.

- Oversee the design of branding and advertising
- Develop strategic marketing and communications plans
- Oversee creative, writing, marketing, publicity, and outreach efforts
- Develop, write, and manage the dissemination of all creative, promotional, and editorial to various outlets
- Assist in developing and servicing industry partnerships through various opportunities (presence at events, hosting events, collaborative partnership opportunities, etc.)
- Oversee artist development/client development activities (bio writing, press kit writing, etc.)

**Editor, Production DC Newsletter. TIVA-DC (formerly ITVA-DC)**  
July 1998 to July 2007.

- Developed story ideas and identified relevant news items
- Wrote and assigned articles
- Designed and proofread each issue
- Managed advertising efforts
- Oversaw work of printer, mail house

**Associate Director. TIVA-DC**

July 1998 to January 2002.

- Worked in conjunction with the President and Board of Directors
- Oversaw the day-to-day operations of a 400 member organization that supports television, film, and video professionals in the Washington, DC area.
- Served as primary liaison with members, potential members, vendors, allied organizations, and press.
- Wrote, designed, and coordinated dissemination of all publicity materials
- Managed committees and participating volunteers
- Oversaw event management activities of monthly meetings and special events, in conjunction with the Events Chair.
- Managed planning and production of and served as editor of annual 200+ page, 4-color, production guide, featuring advertisements, individual listings, and directories.
- Served as editor of monthly, 12 page newsletter.

**Publications Manager. Rosenberg Communications, Inc.,** January 1996 to January 1998

- Managed production of all print projects, including supervising freelance writers, designers, printers, and other vendors
- Wrote copy for and served as liaison on television, radio, and video productions
- Served as managing editor of magazines and newsletters
- Wrote copy for magazines, newsletters, annual reports, books, marketing materials, and scripts
- Maintained publications budget and developed annual marketing plan for publications division

**Public Relations Associate. Rosenberg Communications, Inc.,** December 1994 to January 1996

- Wrote press releases, initiated story proposals, and placed clients in print publications and on tv/radio programs.
- Wrote and edited various publications, including media kits, corporate identity packages, and articles.

**Communications Associate/Editor.** *The American Society of Consultant Pharmacists.* April 1993 to June 1994

- Served as editor/production manager of newsletters
- Edited monthly magazine, annual report, and products catalogs
- Wrote and managed production of brochures, advertisements, articles, and publicity materials
- Oversaw public relations activities including writing press releases; serving as media liaison; and managing pr budget
- Supervised work of printers and designers.

**Writer.** *U.S. Government, Career Transition Center.* Arlington, VA. September 1992 to March 1993

- Developed and wrote reference manuals and directories
- Conducted research and developed marketing strategies

**Television Reporter.** *Prince George's Television.* Landover, MD. September 1992 to January 1993

- Wrote on-air news copy and reported television news stories, including a package purchased by and broadcast on CNN
- Provided voice-overs for television news stories
- Assisted with production of nightly broadcasts.

## **Education**

**The American University,** Washington, DC. *Dean's List Student.*  
Bachelor of Arts in Communication specializing in Broadcast Journalism.