
FREELANCE WRITER—MARKETING COMMUNICATIONS

Expert writing professional with proven track record in all aspects of content writing, blogging, social media editing and proofreading with extensive experience in marketing communications and nonprofit sector. Creative thinker, detail oriented and versatile writer including technical documents. Excellent organizational skills, a resourceful problem solver, efficient time manager and dependable team player. Works well with deadlines. Customer-service oriented people skills. Competent in MS Office.

SKILLS

- Content Writer
- Product copy
- Training manuals
- Articles/Interviews
- Video scripts
- Annual Reports
- Blogs
- Social Media
- Creative development

PROFESSIONAL EXPERIENCE

CR PRODUCTIONS, LAGUNA BEACH, CA 2005 – PRESENT
OWNER, MARKETING COMMUNICATIONS
Marketing communications content, blogs, social media, magazine articles, columnist, magazine contributing writer.

PAZANGA HEALTHCARE COMMUNICATIONS 2019 – PRESENT
FREELANCE MARKETING ASSOCIATE – RETAINER
Marketing content, email blogs, social media, media tracking, competitive messaging research, idea generator.

OC HUMAN RELATIONS, SANTA ANA, CA 2002 – 2005
MARKETING DEVELOPMENT DIRECTOR
Coordinated fundraising activities including marketing communications, press releases, donor acquisition, special events, grant writing, annual campaign, community partner correspondence and agency outreach.

GIRLS INCORPORATED, COSTA MESA, CA 2001 – 2002
MARKETING DEVELOPMENT DIRECTOR
Coordinated initial fundraising development tasks, created marketing materials for donors, annual report, newsletters.

CR PRODUCTIONS, LAGUNA BEACH, CA 2000 – 2001
OWNER, MARKETING COMMUNICATIONS
Self-published author consultant, editor and proofreader.

UNITED CEREBRAL PALSY ASSOCIATION OF ORANGE COUNTY, SANTA ANA, CA 1992 – 1999
MARKETING DEVELOPMENT DIRECTOR
Coordinated fundraising activities including volunteer management, agency newsletters and brochures, annual campaign, special events (golf tournament, volunteer recognition) and major gifts development.

SELECTED ACHIEVEMENTS

BLOGS/INTERVIEWS/BOOK REVIEWS/MARKETING EMAILS—PAZANGA HEALTH COMMUNICATIONS

ARTICLES/INTERVIEWS—UNITY MAGAZINE, VILLAGE BREEZE

COLUMNIST—ORANGE COUNTY REGISTER

NEWSLETTERS, ANNUAL REPORTS, ARTICLES—OC HUMAN RELATIONS, GIRLS INC., UCPA OF ORANGE COUNTY

BOOKS (AUTHOR)—*ThankYouology—How the Art of Saying Thank You Transforms Your Life*, 2008

The Story of the StarHearts, 2001, *Discovering the World of Color*, published by Teacher Created Materials, 1992

Classroom Management, published by Lee Canter & Associates, 1991

EDUCATION: Bachelor of Science, Marketing, California State Polytechnic University, Pomona, California