

## **A Marketing Communicator & Copywriter's Credentials**

With over 20 years of marketing communications and copywriting expertise, my extensive background includes producing marketing pieces and writing for large corporations, small businesses and individuals who want to increase their visibility in the marketplace.

### **What I Can Offer My Clients**

- Demonstrated ability for producing and executing successful communication plans and products for a variety of clients in a wide range of industries, including:
  - Broadcast media
  - Construction
  - Financial Services
  - Hospitals and Medical Centers
  - Insurance Services
  - Law Offices and Individual attorneys
  - Medical Groups and Individual physicians
  - Real Estate
  - Telecommunications
  
- Successfully provided the following to my clients:
  - Annual Reports
  - Article Placement and writing of articles
  - Business-to-business brochures
  - Case Studies
  - Change management consulting
  - Communication plans
  - Consumer brochures
  - Corporate video scripts
  - Direct mail letters

- Direct response packages
- Executive summaries
- Ghost-writing for executives
- Online and print newsletters for both internal and external audiences
- Policies and Procedures (corporate, legal and HR)
- Print advertisements
- Print management
- Promotional copy
- Toolkits for the introduction of new products and services:
  - \* Backgrounders
  - \* Elevator Speeches
  - \* Product Overviews
  - \* Key Messages
- PowerPoint Presentations
- Press releases
- White Papers

### **Professional Experience**

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| 11 Years | KLD Communications, Freelance Communications Consultant/<br>Copywriter                      |
| 2 Years  | The University of Chicago Hospitals, Public Affairs, Marketing<br>Communications Specialist |
| 2 Years  | The Options Clearing Corporation, Marketing and Public Relations,<br>Communications Analyst |
| 2 Years  | Alltel Corporation, External Affairs, Communications Administrator                          |
| 1 Year   | Marchand Marketing, Marketing and Public Relations Agency,<br>Copywriter                    |
| 3 Years  | Perini Corporation, Business Development, Marketing Coordinator                             |

### **Education**

**Master of Science  
Communications Management**  
Simmons College, Boston, Massachusetts

**Bachelor of Arts**  
University of California at Berkeley