

Christina ("Phila") Hoopes

Copywriter for Green Business

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SUMMARY

- ♦ Broad experience in writing, editing, proofreading, and optimizing sales/marketing, educational, medical, environmental, technical, self-help, and journalistic content in clients' unique style and voice.
- ♦ Demonstrated experience in sustainable/regenerative business principles and practices.
- ♦ Demonstrated ability in alliance marketing, leading to enhanced event registration and revenue.

EXPERIENCE

COPYWRITER, VERGE PERMACULTURE/5th WORLD (contractual, 2011-present)

Write promotional, educational, and intranet content for internationally recognized permaculture training/consulting firm.

- ♦ Write, edit, proof, and optimize web content, blogs, e-courses, email funnels, newsletters, marketing articles, special reports, and video descriptions on permaculture topics, products, and events.
- ♦ Optimize, monitor, and maintain meta-content for Verge website pages and blog posts.
- ♦ Advocated event concept for Verge's first summit; provided promotional content for following summits.
- ♦ Advised and provided promotional content for Verge's first online permaculture design certification course during COVID: maximum expected registration 50; actual registration 300.
- ♦ Advised and wrote copy for crisis communications as needed.
- ♦ Created Verge Google business page; monitored and wrote promotional posts.
- ♦ Converted employee training manuals to Notion knowledge base; collaborated in development of employee and competitor databases.
- ♦ Edited and formatted HR policies for company Notion dashboard.

ONLINE COORDINATOR, THE CREATION SPIRITUALITY LEGACY PROJECT (2011-present)

Manage online presence of internationally recognized eco-spiritual theologian Matthew Fox.

- ♦ Manage Squarespace author website content (biography, books, interviews, events, and projects).
- ♦ Edit/proof content, curate media, and manage publishing team for Daily Meditations [blog](#).
- ♦ Wrote and maintain team manual for Daily Meditations blog, including procedures on WordPress, AWeber, Vimeo, and Otter, as well as best practices for media selection, captions and credits.
- ♦ Participate in advisory team for new online projects and events; advise regarding operational changes.
- ♦ Designed and managed survey of Daily Meditation subscribers.
- ♦ Promoted and set up registration for East Coast Creation Spirituality Conference; through alliance marketing doubled historic attendance.

OWNER/COPYWRITER, YOUR WORDS' WORTH (2004-present)

Provide writing/editing services to local businesses, primarily green.

- ♦ Write, edit, proof, and optimize client web content, e-courses, e-books, marketing articles, special reports, brochures, blogs, profiles.
- ♦ Copyedit/proofread U.S. Department of Justice/National Motor Vehicle Title Information System annual report; update style sheet; advise on simplified English.
- ♦ Review, edit, and optimize client website content for usability, clarity, and search engine ranking. Past clients include: Alessandra Belloni, Kellogg Garden Products, Greater Catonsville Chamber of Commerce, The American Association of Naturopathic Physicians. Published in national and local publications including *Friends Journal*, *Women's Adventure Magazine*, *PRIMO Magazine*, *The Baltimore Jewish Times*.

INDEPENDENT REPRESENTATIVE, GREEN IRENE (2009-2011)

Promoted concepts, practices, and products for green living to local businesses and residents.

- ♦ Offered public talks and in-depth home/office makeovers helping property owners to save energy and water, reduce trash, and remove environmental toxins with eco-friendly products.
- ♦ Blogged and wrote marketing articles on greening a business, home, and property.
- ♦ Advocated green business principles to Catonsville Chamber of Commerce, leading to their becoming the first Baltimore County chamber and the first chamber in Maryland to adopt green policies.

EARLY CAREER**MEDICAL AND ENVIRONMENTAL TECHNICAL WRITING**

- ♦ Designed, wrote, and maintained documentation for managed care information systems:
 - Developed three levels of documentation sets for company flagship knowledge-management system, updated twice annually; collaborated in developing user training content.
 - Collaborated in IBM/Oracle-led team in developing online training for new Medicare software.
- ♦ Designed, wrote, and maintained documentation for industrial air pollution control systems:
 - Developed documentation set templates for three precipitator models, including mechanical, electrical, chemical, and programmable logic components.
 - Participated in end-to-end project design, producing four 6-volume documentation sets per month.
 - Designed, researched, produced documentation for flue-gas conditioning system by Lurgi, GmbH.
 - Facilitated and edited documentation translation for technology transfer.

VOLUNTEER**CO-PRODUCER, *This is My Brave Baltimore***

Collaborated in producing and promoting local show for mental health awareness nonprofit.

- Collaboratively interviewed, auditioned, selected, and coached candidates for production.
- Through alliance marketing with NAMI, AFSP, et al, helped fill hall to capacity (600+).
- Spoke on de-stressing techniques to Mount De Sales Academy Mental Health Club; provided volunteer opportunity for students to earn community-service credit as ushers.

SECRETARY/COMMUNITY AFFAIRS DIRECTOR, *Woman Within Eastern USA.*

Board member for women's personal growth community.

- ♦ In first month, led Board crisis communications, defusing potential factions and increasing member volunteerism and financial donations by 30%.
- ♦ Coordinated and promoted Community Weekend; through alliance marketing doubled average historic attendance and maximum past proceeds.
- ♦ Founded groundbreaking Bridge Committee to co-host diversity trainings with ManKind Project centers
- ♦ Initiated, coordinated, and promoted groundbreaking percussion/dance training by Alessandra Belloni: through alliance marketing booked event to capacity, netting roughly 25% profit.

EDUCATION

- ♦ Permaculture Design Certifications, Earth Activist Training and Verge Permaculture
 - ♦ Master of Arts, Maryland University of Integrative Health, Applied Healing Arts
 - ♦ Online Copywriting and Accelerated Copywriting courses, American Writers and Artists' Institute
 - ♦ Certificate, Technical Communications, Goucher College
 - ♦ Bachelor of Arts, English/Communications (Magna Cum Laude), Notre Dame of Maryland University
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