

COPYWRITER FOR SUSTAINABLE BUSINESS

- ♦ 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.

TECHNOLOGY: Microsoft Office, Google Workspace, UberSuggest, WordPress, Notion, Vimeo, AWeber

EXPERIENCE

COPYWRITER | [VERGE PERMACULTURE/5th WORLD](#) (contractual, 2011-present)

Write, edit, proof, and optimize website content, email marketing, social media, and intranet content for internationally recognized permaculture training/consulting firm.

- ♦ Proposed event concept for Verge's first online summit; advised on subsequent summit themes; proposed and liaised with prospective speakers. Co-designed pre- and post-event email sequences.
- ♦ Advised and co-designed promotional content for Verge's first online permaculture design certification course during COVID: maximum expected registration 50; actual registration 300.
- ♦ Advised on website design and co-developed content for Verge's Contour Map Generator.

ONLINE COORDINATOR | [THE CREATION SPIRITUALITY LEGACY PROJECT](#) (2011-present)

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

- ♦ Manage content on Matthew Fox's five websites.
- ♦ Support Business Strategy team; advise regarding operational changes.
- ♦ Coordinate and curate multimedia, multiplatform Daily Meditation [blog](#) on WordPress, Aweber, Vimeo.
- ♦ Manage, train, and develop Daily Meditations publishing team.
- ♦ Designed, wrote, and maintain 50-page manual for publishing team, covering workflow, standards, procedures, and best practices.
- ♦ Designed, managed, and reported on survey of Daily Meditation subscribers; advised on follow-up actions.
- ♦ Led event promotion for East Coast Creation Spirituality Conference; through alliance marketing doubled historic attendance.

OWNER/COPYWRITER | [YOUR WORDS' WORTH](#) (2004-present)

Write, edit, proof, and optimize client web content, e-courses, e-books, marketing articles, special reports, brochures, blogs, and profiles for local businesses. Client list includes Kellogg Garden Products, The American Association of Naturopathic Physicians, international percussionist Alessandra Belloni, among others.

PROOFREADER, AMERICAN ASSOCIATION OF MOTOR VEHICLE ADMINISTRATIONS (2018-present)

- ♦ Copyedit and proofread [National Motor Vehicle Title Information System](#) annual report.
- ♦ Educate staff on CMOS standards; update style sheet.
- ♦ Advocated, advise on, and implement Plain Language standard.

MARKETER, GREATER CATONSVILLE CHAMBER OF COMMERCE (2007-2011)

- ♦ Collaborated in Chamber website makeover; proposed site structure and wrote content.
- ♦ Advocated new member marketing tactics; initiated Featured Member monthly drawing and profile.
- ♦ Advocated sustainable business principles, leading to the Catonsville Chamber becoming the first Baltimore County chamber and the first chamber in Maryland to adopt green policies.

EARLY CAREER

MEDICAL AND ENVIRONMENTAL TECHNICAL WRITER

Designed, developed and maintained end-user documentation for environmental and healthcare systems.

ViPS HEALTHCARE INFORMATION SYSTEMS

- ♦ Developed and maintained a six-volume, three-level documentation set for company flagship knowledge-management system; collaborated in developing user training content.
- ♦ Collaborated in IBM/Oracle-led team in developing online training for new Medicare software.

ENVIRONMENTAL ELEMENTS CORPORATION

- ♦ Designed, wrote, and maintained multi-volume documentation sets for industrial air pollution control systems including mechanical, electrical, chemical, and programmable logic subsystems.
- ♦ Developed a manual template for each product; organized multi-department review team to note client adaptations, enabling production of four unique, six-volume documentation sets per month.
- ♦ Contracted for translation, designed, edited, and produced documentation for flue-gas conditioning system by Lurgi, GmbH.

LOCAL/NATIONAL JOURNALIST

Identified, investigated, and wrote news articles, features, reviews, and in-depth profiles for local and national publications including *Friends Journal*, *Women's Adventure Magazine*, *PRIMO Magazine*, *The Daily Record*, *The Messenger*, *Towson Times*, *The Jeffersonian*, *Baltimore Jewish Times*, *The Charles Villager*, *the Maryland State Bar Association Journal*, *Trés Chic Magazine*, *The Country Chronicle*.

VOLUNTEER

CO-PRODUCER | THIS IS MY BRAVE BALTIMORE

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

- ♦ Co-interviewed, auditioned, selected, and coached candidates for production.
- ♦ Through alliance marketing with NAMI, AFSP, et al, helped fill hall to capacity (600+).

SECRETARY/COMMUNITY AFFAIRS DIRECTOR | WOMAN WITHIN EASTERN USA

Served on regional Board for women's personal growth community.

- ♦ Led 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

- ♦ **Certificates** – Permaculture Design | Earth Activist Training and Verge Permaculture
 - ♦ **M.A.** – Applied Healing Arts | Maryland University of Integrative Health
 - ♦ **Certificates** – Online Copywriting and Accelerated Copywriting | American Writers and Artists' Institute
 - ♦ **Certificate** – Technical Communications | Goucher College
 - ♦ **B.A.** – English/Communications (Magna Cum Laude) | Notre Dame of Maryland University
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