

Skill Summary

Senior editor/writer/supervisor with significant institutional/corporate experience and superior language and training skills. Highly adaptable, with ability to formulate uniquely clear, effective, language-correct messages for multiple mediums, on time and on budget. Experience motivating & managing creative, sales, and technical staff to meet marketing and executive goals. Passable design, photography, and publication skills. Some HTML editing and minor coding skills.

Deep knowledge of organizational, governmental, and marketing strategies, communication principles, and persuasive diplomacy. Ability to create high-level communications solutions to aid differentiation, comprehension, action, and inspiration.

Experience

Editor/Writer; Creative Director; Special Projects Lead – Augusta Precious Metals (2015 to Present)

Began as a part-time freelance editor, writer and consultant in 2015. Became daily editing, writing and project management resource for the CEO and marketing staff. In 2022, I was hired full time as creative director, then Sr. Communications & Special Projects Lead. I manage various jobs, collaborate, provide context, and troubleshoot to elevate quality and provide documentation and tracking for a wide variety of mediums, initiatives, and situations.

Senior Marketing, Technical, and Institutional Writer – Foster Writing (6/1988 to 8/1994, 4/2004 to Present)

Served/serves editing & writing clients across U.S., Canada, and overseas: corporations and small businesses, sales training enterprises, political candidates, government officials, nonprofits, and enterprises. White papers, blogs, annual reports, proceedings, speeches, web copy, and curriculum. *Clients include USAID, The Kaizen Company, Maryland-National Capital Park Police, Securing Water for Food Grand Challenge (and WE4F), Prime Communications, Kenexa/IBM, Rural Futures Institute, National Strategic Research Institute (a U.S. Government UARC), University of Nebraska Law College, Marketsphere, Nelnet, American Institute of Management, Leadership Resources, and multiple financial planning, sales, mortgage/insurance, IT, communications and real estate enterprises.*

TM Design, Inc. – A USAID Subcontractor (12/2018 to present)

Substantive editing of field & annual reports, and more for USAID contractors, government offices, and nonprofit organizations. Wrote articles for New Partnerships Initiative. Heavy use of department and USAID style guides and the Chicago Manual of Style.

Editor, Securing Water for Food – A Grand Challenge, The Kaizen Company (1/2017 to 12/2018)

Intense substantive editing and proofreading of annual reports and field reports. Original material came from authors with widely varied skill in English-language writing; for many, English was a second language. Helped update style guide. Won competitive RFP two years. Continued editing for the successor organization, Water and Energy for Food.

Communications Manager, TEK Industries and AccuCut (9/1996 to 4/2004)

Provided writing, editing, marketing and PR liaison services for five divisions of international manufacturing company. Managed five employees. Administered budgets and communications plans for multiple industries. Produced websites, scripts, speeches, annual reports, trade articles, press kits, reports, catalogs, curriculum, sales materials, manuals, procedures, executive messages.

Public Information Officer II, Nebraska Game and Parks Commission (3/1996 to 9/1996)

Conducted market research. Wrote reports to aid marketing and PR decision-making and implementation. Wrote materials ranging from newsletter articles and exhibit displays to press releases and executive correspondence. Assisted in editing *NEBRASKAland* magazine and secondary publications.

Senior Aide and Speechwriter to Nebraska Governor (8/1994 to 3/1996)

Researched and prepared 20 to 30 speeches at a time, with a staff of five interns. Wrote speeches and correspondence for the governor, lieutenant governor, and first lady. Performed executive writing and editing services, including policy profiles, executive letters, constituent correspondence, state and national addresses, and birthday poems. Assisted the governor at diplomatic events. Served on event planning teams.

Senior Writer, Mutual of Omaha Companies (3/1983 to 6/1988)

VIP speeches, presentations & correspondence. Supervised writers in scriptwriting, incentive campaigns, procedures, reports, articles, training materials & sales tracks. Conducted companywide speech training. Planned events. Served as VIP assistant.

Other Experience/Clients

- Daugherty Water for Food Global Institute (annual reports, conference proceedings, 6 years)
- AMA workshop presenter: Long-Form Writing, Digital Communications
- Copywriter mentor/trainer for various ad agencies and individual clients; drafted pilot copywriter training manual
- Interviewer & Writer, University of Nebraska: College of Arts & Sciences
- Tour Coordinator & Writer, Fort Robinson State Park & Nebraska State Capitol

Education

- Bachelor of Arts, English/Great Plains Studies, University of Nebraska–Lincoln, summa cum laude; psychology minor, Sigma Tau Delta English honorary society
- Wide variety of corporate and institutional training includes corporate speechwriting/speaking, National Governors Association speechwriting, government agency meeting moderation, and project management

Associations & Appointments

- Chairwoman, Board Member, Marketing Committee: University Place Art Center
- Phi Beta Kappa
- International Association of Business Communicators (IABC), Newsletter Editor, Quill Awards Team
- Nebraska Writers Guild
- American Writers & Artists, Inc.
- American Marketing Association, Lincoln, NE
- Metro Arts Council, Omaha
- Omaha Literacy Council
- Association of Crafts and Creative Industries (ACCI)
- Hobby Industry Association (HIA)
- Toastmasters, Omaha
- Nebraska Folklife Network
- Lincoln & Omaha, Nebraska, Chambers of Commerce
- Lincoln Independent Business Association
- Band Manager, *How Now* (Ancient Irish/Renaissance)
- Co-chair senior housing décor committee
- Member, recorder consort and hand bell choir

Awards

- Omaha Ad Federation (two silver Addys)
- IABC Gold Quill
- Public Relations Society of America (press kit)
- Life Communicators Association Awards (including Best of Show)
- American Marketing Association (campaign)
- International Association of Business Communicators (Bronze Quill, Rookie of the Year)
- Prepared winning entries for client submissions, including Better Business Bureau company of the year
- Community scholar award, American Folklore Society