

Summary

Skilled writing and marketing professional with a proven track record of creating, developing, and managing a wide variety of content types and marketing initiatives for non- and for-profit organizations seeks to make a difference in the community and world. Offers a depth of experience and knowledge in persuasive, technical and science writing—and with a specialty in recasting specialized information into prose so that the impact can be understood by the layperson. Recently completed courses on Grantwriting and Marketing for Non-profits.

Professional Experience

Director, Angell Communications

July 2015 – Present

Provide marketing and communications support for small businesses and non-profit entities, including collateral design and production; market research; organizational and campaign communications; and social media and public relations strategy. Current clients include Chatham University and the PA sections of the American Society of Civil Engineers (ASCE). Provided event planning, budgeting, promotion, event scripting and sponsor recruitment for the adult spelling bee Food Words, September 2015, at Brillobox, to benefit the Greater Pittsburgh Community Food Bank.

Project Manager, Best Practices Research Alliance

June 2012 – July 2015

Researched and produced monthly building industry trend briefings that helped shape company strategy. Managed production of a monthly newsletter for 400+ Alliance members and sponsors, including producing industry-specific content, coordinating and producing graphics, and CMS programming. Assisted in the research, planning, promotion and execution of two offsite annual events for Alliance members and sponsors. Worked with in-house subject matter experts and industry leaders to develop branded presentations for industry events. Managed all social media for the Alliance: Twitter, Facebook, LinkedIn. Increased Twitter followers by 30% over 9 months. Assisted in planning and promoting a series of webinars for Alliance members and sponsors on technical and business topics. Managed Alliance website updates, and coordinated and produced content for new website to debut in fall 2015.

Marketing Assistant, Best Practices Research Alliance/IBACOS

March 2010 – June 2012

Compiled and communicated with media contacts, wrote and distributed press releases for both IBACOS and the Alliance. Interviewed subject matter experts to write building science articles for technical journals and consumer publications and built relationships with media outlets. Created marketing collateral, newsletter content, online content and blogs. Updated both the IBACOS and Alliance websites and databases. Worked with in-house subject matter experts to develop presentations for industry events, and edited presentations to conform to brand requirements. Helped research, plan, and promote the offsite annual event for Alliance members and sponsors.

PR Lead, PA & Pgh Sections of American Society of Civil Engineers (ASCE)

Sept. 2009 – June 2012

Statewide: Oversaw every aspect of a writing, advocacy and PR project that culminated May 24, 2010 with the release of the Report Card for Pennsylvania's Infrastructure. Wrote project budget, edited and wrote portions of 12 multi-page reports on infrastructure categories; produced wide array of PR materials, including news releases, FAQs and speeches; wrote all content for the companion website; oversaw the design and printing of the Report; subcontracted and oversaw work for a graphic designer, web designer and printer; compiled press list and distributed materials to media outlets; created information packets for state legislators and conference attendees; pitched and wrote op-eds for newspapers; fielded media requests. See www.pareportcard.org/PARC2010/index.html. *For the Pittsburgh Section:* Wrote internal and external marketing materials; generated 3-year marketing plan that encompassed building membership, community outreach, internal public relations, event planning and placing editorials.

Health, Science, and Features Writer at Pittsburgh Post-Gazette

Feb. 2003 – May 2012

Conducted interviews, researched and wrote more than 250 features, profiles and reviews the Neighborhood, Theater, and Health & Science Desks, under several editors. Specialized in personal interest, medical and environmental stories.

Client Service Manager at Skutski & Oltmanns

Feb. 2000 - Aug. 2002

Researched, wrote and edited public relations materials such as press releases, pamphlets, letters, direct mail advertisements, press releases, trade magazine articles, biographies, corporate plans, and corporate research summaries. Handled S&O's most remunerative account, a high technology firm, personally, as well as material for that firm's largest yearly event and their charitable foundation.

Education

Completed all course work for **M.F.A. in Creative Nonfiction**, 2003
A.B.D. upon successful completion of **Ph.D. candidacy examinations**, June 1997

M.A. in English, August 1995

B.A. in Theater, May 1990

The University of Pittsburgh
The Ohio State University

The College of Wooster