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COMMUNICATIONS SPECIALIST

Freelance Writer, Editor and Marketing Communications Consultant — Experienced professional with a broad background in business, marketing, educational, and technical writing and editing; marketing communications including advertising and public relations; and social media networking. Particular talent in researching, analyzing, extrapolating, and translating complex topics into clear and easily understood concepts. Experience reaches across diverse industries and disciplines spanning IT/consumer electronics, education, religion, and finance.

- Editing/Project Management
- Journalism
- Ghostwriting
- Education Curriculum
- Corporate Communications
- Public Relations
- Advertising Conception/Design
- Web Content/Blogging
- IT Documentation

Style Guides: Associated Press (AP); Chicago. *Technical Skills:* MS Office; Indesign; Quark; Photoshop; Adobe Acrobat; PowerPoint; HTML, offset and digital printing processes; standard proofreading and editing symbols; type 95 WPM

PROFESSIONAL EXPERIENCE

Freelance Marketing Communications Consultant — (May 1995 to present)

Provide business and technical writing, editing, social media networking, and marketing communication services on an independent contractual basis.

Significant Projects, Responsibilities & Awards:

- Ghostwriter, managing editor, and current publicity manager of the personal financial management book, *MONEY: What Financial “Experts” Will Never Tell You* (Time & Money), 2002; second edition, 2007; third edition, 2009.
- Ghostwriter and current managing editor of the Money Mastery® *General Financial Literacy* curriculum for high school students (Time & Money), 2007; second printing, 2011.
- Writer and current managing editor of the instructional materials used in the Money Mastery® program of personal financial management (Time & Money, LLC).
- Current social media coordinator, blogger, and online community editor and monitor for Time & Money, LLC.
- Editor of *Voice of the Ancients*, a history of Western United States archeology (Steve Shaffer), 2012.
- Editor of *Teddy at the Throttle*, a history of the birth of Utah speed racing on the Bonneville Salt Flats (Robert Rampton), 2007.
- Editor of *Out of the Dust*, a history of Utah gold prospecting (Cedar Fort), 2005.
- Editor of *Opening the Door to Retirement* (Ray LeVitre), 2003.
- Editor of the LDS book, *The Climb of Faith* (Saber Mountain), 2003.
- Past writer and contributing editor for *Utah Business* magazine (Olympus Publishing).
- Past associate editor of *Connect* magazine (Lumin Publishing).
- Editor-in-chief of the inaugural edition of *Business Utah 2002*, an economic development publication distributed by the Governor’s office and Utah Department of Community and Economic Development (Olympus Publishing).
- Recipient of the Gutenberg Lit(h)ographic Society’s essay writing award, 2003.
- Recipient of the Society of Professional Journalists’ award for excellence in magazine feature writing, 2001.
- Guest instructor of undergraduate classes in public relations, advertising and marketing communications at Brigham Young University, 1999 and 2000.

Marketing Communications Clients, Authors, Publishers and Educators Served as a Freelance Contractor:

Advanced Technical Center (Salt Lake City), Audio Claims Solutions (Salt Lake City), Beacon Strategies (Mountain Green, Utah), Bob Aamodt, Inc. (Farmington, Utah), Dayna Communications (Salt Lake City), Document Control Systems (Salt Lake City), FatPipe Inc. (Salt Lake City), First Choice Solutions (Salt Lake City), FOCUS Enhancements (Boston), Galapagos Software (Salt Lake City), Impact Imaging (Salt Lake City), Johnson & Co. (San Francisco), Money Mastery (Bountiful, Utah), NetWorth Advisory Group (Salt Lake City), No More Mortgage (Orem, Utah), Phonex Broadband (Salt Lake City), Phobos (Salt Lake City), Politis & Associates (Salt Lake City), Robert Rampton (Salt Lake City), Saber Mountain (Girona, Spain), Steven Shaffer (Lake Shore, Utah), Virtual Management Inc. (St. George, Utah)

Salt Lake Organizing Committee (SLOC) for the 2002 Olympic Winter Games — Salt Lake City, Utah

Public Communications Writer (Jan. 2002 – Feb. 2002) — Employed temporarily by SLOC during the Winter Olympics to provide radio broadcast reports on transportation, weather, entertainment and public safety.

Dayna Communications, Inc. — Salt Lake City, Utah

Public Relations Specialist (Sept. 1993 – May 1995) — Performed all public relations functions for computer networking company. Wrote and edited all marketing materials; designed and published a monthly customer newsletter; obtained timely and regular press coverage from computer trade journals; conducted press tours; educated press and public at trade shows.

IBM Corp. & Taco Bell Corp.— Salt Lake City, Utah and Irvine, California

Desktop Publishing & Support (July 1992 – Sept. 1993) — Provided desktop publishing services, designed and laid out promotional materials, managed printing processes, and provided Macintosh technical support for clients on a temporary contractual basis.

MicroNet Technology, Inc. — Irvine, California

Marketing Communications Specialist (Sept. 1990 – May 1992) — Performed all corporate communications functions for computer mass storage company. Established solid press relations with trade journalists; wrote and distributed all press releases; designed and implemented monthly newsletter; conceived, wrote, and laid out all print advertising; managed all advertising photography, printing processes and trade show activities.

EDUCATION

Brigham Young University — Provo, Utah

Bachelor of Arts, 1989: Communications/Advertising; minor in Japanese

Related Work, Awards & Service

- Advertising teaching assistant, 1988
- Editorial writer for the Brigham Young University's campus newspaper, *The Daily Universe*, 1988-1989
- Awarded BYU Department of Communications Scholarship, 1987
- Awarded Trade Media Limited Scholarship for Asian language fluency, 1988
- Y-Group Leader (service leader for incoming freshmen), 1988
- Published in BYU's annual literary magazine, *Inscape*, for exceptional work in short story genre, 1989

SERVICE & PROFESSIONAL ACTIVITIES

Community Adult Education Instructor — Wasatch Front (Mar. 2005 – present)

Teach personal financial management courses throughout various Utah school districts across the Wasatch Front.

Dancer, An Dragan Ceilteach Irish Step Dancers — Riverton, Utah (Jan. 2000 – present)

Perform with amateur Irish Step dance troupe.

Board Director for Enable Industries — Ogden, Utah (June 2002 – Dec. 2005)

Served as volunteer board director of business development and public relations for a non-profit organization employing persons with disabilities.

Religious Instructor, Utah State Penitentiary — Bluffdale, Utah (Mar. 2002 – Mar. 2004)

Provided volunteer religious instruction for female inmates.

Board Member of MountainWest Venture Group — Salt Lake City, Utah (Sept. 1996 – June 2003)

Served as volunteer vice president of publicity for a non-profit business development organization; published and edited organization's monthly newsletter.

Volunteer Aid for Cambodian Refugees — Orange County, California (Jan. 1992 – May 1993)

Provided service to Cambodian refugee children.

Computer Trainer and Japanese/English Language Tutor — Orange County, California (Jan. 1991 – May 1992)

Adult-education instructor and private language tutor.