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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, health, and finance.

- Editing/Publishing 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; Photoshop; Adobe Acrobat; HTML; offset and digital printing processes; standard proofreading and editing symbols; type 95 WPM.

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## PROFESSIONAL EXPERIENCE

**Marketing Communications Consultant** — (May 1995 to present)

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

### *Significant Projects, Responsibilities and Awards*

- Ghostwriter, managing editor and current publicity manager of the personal financial management book, *MONEY: What Financial “Experts” Will Never Tell You* (Time & Money, LLC), 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, LLC), 2007; second edition, 2008.
- Current managing editor of the instructional materials used in the Money Mastery program of personal financial management (Time & Money, LLC).
- Current social media coordinator and online community editor and monitor for Time & Money, LLC.
- Editor of *Gatewalker*, a young adult sci-fi novel (Brian Bjorn), 2017.
- Editor of the LDS book, *Some Universals, Vol. 1* (Little Mountain Publications), 2016.
- Editor of *It Is a Laughing Matter*, a how-to guide for living with and managing diabetes (Chuck Hahn), 2014.
- Editor of *Hard Skin*, the Cat Davis story about living with scleroderma (Scottsdale Multimedia), 2014.
- Editor of *Get off the Bench*, a guide to successful network marketing (Scottsdale Multimedia), 2014.
- Editor of *The Pages Were Yellow*, the Phone Directories Company story (Scottsdale Multimedia), 2014.
- Editor of *Voice of the Ancients*, a history of indigenous peoples of the Mountain West (Steve Shaffer), 2011.
- Editor of *Teddy at the Throttle*, a history of the birth of auto 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*, a financial guide to retirement planning (Ray LeVitre), 2003.
- Editor of the LDS book, *The Climb of Faith* (Saber Mountain), 2002.
- 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 Guttenberg Lit(h)ographic Society's essay writing award, 2003; and 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), Brian Gibbons (Santaquin, Utah), Chuck Hahn (Carlsbad, California), Dayna Communications (Salt Lake City), Document Control Systems (Salt Lake City), Eric Bjarnson (Pleasant Grove, Utah), 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), 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), Scottsdale Multimedia (Scottsdale, Arizona), Stephen Thayn (Boise), Steve Shaffer (Lake Shore, Utah), Virtual Management Inc. (St. George, Utah).

**Utah Foster Care Foundation — Western Region/Provo, Utah**

*Licensed Foster Care Provider* (May 2008 to present) — Provide for the physical, emotional, and social needs of abused and neglected children in Utah state custody as a licensed foster parent; experience consists of caring for 26 children including four sets of twins and four medically fragile newborns.

**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 — Salt Lake City, Utah**

*Marketing Communications Specialist* (Sept. 1993 - May 1995) — Performed all public relations functions for a computer networking company. Wrote and edited all marketing materials; obtained press coverage; educated press and public at industry 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 tech support on a temporary contractual basis.

**MicroNet Technology, Inc. — Irvine, California**

*Marketing Communications Specialist* (Sept. 1990 - May 1992) — Performed all corporate communications for a computer hard drive manufacturer. Wrote and distributed all press releases; wrote and laid out all print advertising; managed all advertising photos shoots, printing processes and trade show activities.

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## 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 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

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## SERVICE & PROFESSIONAL ACTIVITIES

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

Perform with amateur Irish Step dance troupe.

**Community Adult Education Instructor** — Wasatch Front (Mar. 2005 – Apr. 2012)

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

**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 Director 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 organization's monthly newsletter and provided public relations services.

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

Provided service to Cambodian refugee children.

**Computer Trainer/Japanese & English Language Tutor** — Orange County, California (Jan. 1991 - May 1992)

Adult education instructor and private language tutor.