

Skill Summary

Senior writer/editor with deep business intelligence experience and language skills. Highly adaptable, with ability to research thoroughly, interview for core meaning, deconstruct issues, identify key points to meet business and operational objectives, and formulate clear, effective messages for a variety of mediums, on time and on budget.

Deep knowledge of business and marketing strategy, technical communication principles and persuasive diplomacy. Ability to create unique communications solutions to support differentiation, aid comprehension and inspire correct action. Seasoned executive communications aide, language coach and technical writer.

Experience

Senior Independent Marketing, Technical and Political Writer

Provides writing and editing services for numerous clients across the U.S. and Canada, including providers of B2B services, manufacturers, retailers, politicians and start-up companies. Writes website content, white papers, blogs, sales materials, procedures, curriculum, speeches, reports, profiles, presentations. Knowledgeable in print and digital marketing.

Communications Manager, TEK Industries and AccuCut

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

Senior Aide and Speechwriter to Nebraska Governor

Researched and prepared 20 – 30 speeches at a time with a staff of five interns 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 governor at diplomatic events. Served on planning teams for events.

Senior Writer, Mutual of Omaha Companies

Prepared VIP speeches, presentations and correspondence. Wrote scripts, incentive campaigns, procedures, consumer and trade articles, training handbooks, sales tracks and product profiles. Planned events and served as personal assistant to VIPs.

Other Experience

- Marketing Writer, Marketing Committee Chair, University Place Art Center
- Curriculum Editor, Nebraska Folklife Network
- Assistant Editor, Nebraska Legislative Blue Book (two editions)
- Public Information Officer, Nebraska Game & Parks Commission
- Interviewer, Writer, Editor & Illustrator, Center for Great Plains Studies
- Interviewer & Writer, University of Nebraska, College of Arts & Sciences
- Writer & Marketing Assistant, W.C. Frank Investments (fast food franchise company)
- Tour Coordinator & Writer, Fort Robinson State Park & Nebraska State Capitol

Education

- Bachelor of Arts Degree, English, University of Nebraska—Lincoln, summa cum laude
- Wide variety of corporate training includes speechwriting, meeting moderation, project management

Associations & Appointments

- Chairwoman, Board Member: University Place Art Center
- Phi Beta Kappa
- International Association of Business Communicators (IABC)
- Nebraska Writers Guild
- American Writers & Artists, Inc.
- American Marketing Association
- Metro Arts Council
- Omaha Literacy Council
- Association of Crafts and Creative Industries (ACCI)
- Hobby Industry Association (HIA)
- Toastmasters
- Nebraska Folklife Network Volunteer
- Lincoln & Omaha, Nebraska, Chambers of Commerce
- Lincoln Independent Business Association

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

References provided upon request.