

Wordsmith

Freelance Writing

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In a Nutshell

A writing jack of all trades: web copy, news releases, advertisements, newsletters and brochures. Experience in college and corporate marketing, with a background in local journalism.

Skills & Accomplishments

Freelance Writing

- Increase clients' visibility and bottom line with engaging, well-written copy.
- Help clients improve their lives with well-thought-out, engagingly written resumes.
- Timely delivery never leaves clients hanging.
- Ability to work independently means less stress for clients.
- Depth of writing experience ensures high-quality workmanship.

College Public Relations & Marketing

- High visibility for two-year college; sole person responsible for public relations.
- Steady barrage of well-written, engaging news releases kept employer in the public eye.
- Attention-getting print and broadcast advertising.
- Alumni and fund-raising newsletters increased participation among graduates and community members.
- Information-packed brochures and pamphlets promoted programs and courses.

Corporate Marketing

- Increase sales with news releases, web site copy and bullet points about company products.
- Tight editing of marketing and packaging copy.
- Tight leash on correct use of corporate logos, trademark statements and copyright statements.
- Make sure products meet packaging laws for U.S., Canada and Mexico, otherwise we can't sell there.

Experience

Wordsmith Freelance Writing (4/09-present)

Sole proprietor of freelance writing business.

Car-Freshner Corporation, Watertown, NY (10/96-present)

Copywriter and editor in marketing and design department of manufacturer of world-famous "Little Tree" air fresheners.

Chris Lorence Public Relations & Marketing, Carthage, NY (4/06-8/06)

Freelance writer for marketing firm specializing in small, local businesses.

Mater Dei College, Ogdensburg, NY (9/91-1/96)

Community relations, publications design and photography for two-year Catholic college.

WYBG Radio, Massena, NY (8/88-9/91)

News director for 1,000-watt AM radio station.

Park Newspapers of St. Lawrence, Inc., Ogdensburg, NY and Potsdam, NY (12/81-8/88)

Reporter for local newspaper chain.