

### ***Professional Profile***

Marilyn is an experienced and versatile writer known for finding just the right words to communicate a fresh and exciting message filled with energy and life. Also a meticulous editor, she makes sure that only the best of the copy stays to create a compelling story.

With a broad background in business, journalism, education, and government, Marilyn comfortably fits in both corporate and nonprofit settings, expertly combining creative ideas and editorial skills to turn complex subjects into easy-to-read copy. A skilled, unflappable manager who quickly resolves problematic situations, she has a track record of taking difficult projects from concept to conclusion, on time and in budget.

Marilyn is proficient in all Microsoft Office programs. A long-standing member of the Editorial Freelancers Association, she holds a Bachelor of Arts degree in English from Indiana University.

### ***Areas of Expertise***

- Concept development
- Copywriting
- Substantive editing
- Feature writing
- Public relations
- Step-by-step instructions

### ***Selected Clients/Employers***

- Bridgewater Associates
- Christopher Noland Salon
- Greenwich Historical Society
- Juliska
- Convent of the Sacred Heart
- International Masters Publishers
- Philips Consumer Products
- *Foods Arts, Woman's Day Special Interest Publications, Good Housekeeping Do It Yourself, the Arkansas Gazette*
- The University of Michigan, Hood College, Arkansas State University

### ***Representative Highlights***

- Current assignments include developmental editing and copywriting.
- Created a tableware company's press kits, website copy, training manual, and award-winning story book. Promoted new products to the media at trade shows as a follow-up to press kits. Placed more than 150 items in editorial photographs in leading national home and bridal magazines.
- Introduced and produced attractive, dynamic tabloid-sized newsletters and fund-raising publications to update the visual and written image of a pre-K through 12 girls' school during enrollment expansion and a \$13 million capital campaign. Energetically and successfully promoted press coverage.
- Directed the successful start-up of a home decorating card continuity series from concept to production. Managed the initial 120 step-by-step project cards, supervising editorial staff and meeting budget constraints and tight weekly deadlines.
- Composed and cross-referenced over 200 letter and e-mail templates for an international consumer products company to quickly and consistently answer consumer questions and resolve concerns.
- Wrote feature articles, project text, and step-by-step instructions for numerous national magazines. Managed two weekly sections of a daily newspaper, starting health and fitness and reformatting the food section. Designed and operated a participation cooking school. Published two cookbooks.
- Edited occupational health, poverty, and manpower publications while in the federal government and at universities and colleges. Developed court-upheld affirmative action hiring procedures.