

Experience

Content Creation

Proven ability to consistently create effective:

- **Writing**
- **Podcasts and videos**
- **Social media**
- **Design and graphics**

Written work includes:

- **Articles**
- **Websites**
- **Case studies**
- **News releases**
- **Blogs**
- **Newsletters**
- **Speeches**
- **White papers**

Extensive editing experience, including **copyediting, rewrite, proofreading and coaching. Associated Press and Chicago Manual styles.**

Content Strategy

Counsel clients on optimal content channels. Identify story lines and themes, develop messaging, advise on search engine optimization.

Message Development

Conduct competitive research, develop themes and supporting content such as **positioning statements, boilerplates, elevator statements, message documents.**

Team Management

Develop writers through editing and personal coaching. Set performance goals, conducted evaluations, build workflows and deadline schedules.

Employment

Director, Senior Content Creator

Brodeur Partners Public Relations, Boston, Mass., and Portsmouth, N.H. 2000-present

■ Create written, video and audio content for clients including Fortune 500 companies, startups, educational institutions and nonprofits.

Senior Writer

Beaupre & Co. Public Relations, Portsmouth, N.H., 1996-2000

■ Edited and managed a team of up to six writers. Backup and special projects writer on all accounts. Compiled and tracked individual and team performance metrics.

Media Analyst

KD Paine & Partners, Durham, N.H., 2004-2012

■ Interpreted monthly news and trade media coverage of Fortune 500 company.

Webmaster

Park's Taekwondo School, Portsmouth, N.H., 2002-present

■ Create all content, manage updates, hosting, and domain registration for www.swparktaekwondo.com.

City Editor

Portsmouth Herald, Portsmouth, N.H., 1992-1996

■ Directed seven reporters and three editors in daily news coverage of 12 communities. Copyedited and designed news pages.

Reporter, Desk Editor

Middlesex News, Framingham, Mass., 1988-1996

Reporter

The Voice, Shrewsbury, Mass., 1992-1996

Skills

- Microsoft Office, WordPress, Photoshop Elements, Gimp and Macintosh software
- HTML coding, website and publication design
- Photography and videography

Education

Bachelor of Arts *cum laude*
Saint Michael's College
Colchester, Vermont