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## **OBJECTIVE – CREATIVE RESULTS DRIVEN WRITING / EDITING / MARKETING / SALES**

### **QUALIFICATIONS**

- **CREATING CLEAR COMMUNICATIONS – WRITING, EDITING, RESEARCH, THINKING**

Created / wrote / edited hi-impact audience-oriented writing – advertising, B2B, web sites, business documentation, PR, articles, resumes, fiction/nonfiction, educational work...  
Wrote internationally-read, commodity investment newsletters (Fortune 500 Wall St.)  
Analyzed, tracked data, predicted price cycles as chief sugar commodity researcher  
Chief proofreader for desktop publisher (Entrepreneur)  
Edited / wrote / researched CEO's, VP's, and outside consultant's reports (Entrepreneur)  
Wrote advertising, telemarketing scripts, marketing, and public relations material  
Taught literature, writing, math coaching, and problem-solving; wrote/designed unique, student-centered writing curriculum  
Wrote original, thought-provoking, *The Secrets Revealed Resume Guide*, first sold on eBay.com

- **CREATING REALITY – SELLING, ADVERTISING**

Increased annual sales by \$150K for Wall St. company  
Top phone sales person – highest close rate in department (Entrepreneur)  
Sold services, products, including entrepreneur's new business concept  
Succeeded with investors, business owners, executives, general public, mail order, Internet  
Expanded client base and stimulated new product sales

- **CREATING THE FUTURE - MARKETING**

Wrote advertising, marketing, and public relations material  
Developed marketing plans and strategies  
Promoted / positioned services/products (wholesale, retail, mail order, Internet)  
Designed / revamped web site content and product packaging  
Introduced innovative new retail product (Entrepreneur)

### **EMPLOYMENT**

Current	Sole Proprietorship, Freelance Professional Writer/Editor/Proofreader/Researcher, NJ
Thru 2002	Primary full-time family caregiver for elderly parent, NJ
Thru 1995	New Product Manager, Telemarketer, Telemarketing / Advertising Writer, Soil Technologies, IA
Thru 1989	Desktop Publisher Proofreader, Assistant Editor, PR/Sales Database Manager, Corporate University, Inc., IA
Thru 1987	English High School Teacher, Public School System, NYC
Thru 1985	Commodity Researcher, Investment Writer/Broker, Cargill Investor Services, NYC
Thru 1982	Sales Assistant, Editor, Researcher, Commodity Planning Associates, NYC
Thru 1980	Sales Assistant, Drimal-Brudner Insurance Agency, NYC
Thru 1978	Editorial Assistant, college summer breaks, <i>Newsweek Magazine</i> , NYC

### **EDUCATION**

B.A., Literature with Honors, College at Purchase, State University of New York (1978)  
Education / Teaching program, 4.0 GPA, Hunter College, City University of New York (1985)  
Member, Editorial Freelancers Association, NYC (2006)  
Commodity Broker License, NYC (company sponsored, 1982)  
Life / Health Insurance Licenses, NYC (company sponsored, 1979)