

ARC, INK – Rockford, IL and Austin, TX

2000-present

Sole proprietor

- * Performed copywriting duties for B2B advertising and interactive agency www.cummingsgroup.com, writing website content, mailers, brochures, advertisements, press releases, and other forms of communication for the agency's 20+ clients ranging from food ingredient to industrial companies.
- * Wrote sales letters for Just Unwind Neomassage, assisting in generating increased sales.
- * Researched and wrote web content for event and wedding planning companies, Hitched in Style <http://hitchedtexas.com> and Michelle Hope Weddings <http://www.mhweddings.com>.
- * Published features articles in various print magazines, including *Rockford Woman*, *Northwest Quarterly* magazine, *Illinois Meetings & Events* magazine, *Texas School Business* magazine, *Austin Business Journal*, *Austin Monthly*, *urbanhome*, *Tribeza*, *austinwoman*, *AUSTIN*, *Texas Teacher*, *Austin Baby & Family Life*, *Community Impact Newspaper*, *Weddings in Houston*, *Austin Wedding Day*, *Texas Hill Country*, and *So Go Now Travel*, and *Travelady Magazine*.
- * Researched and wrote tour scripts for ADEO, a local company providing Austin-based audio tours on museums, wine, music, and other topical subjects.
- * Ghostwrote the president's column and 'Ask a Builder' column for the Austin Home Builder's Association (HBA) and published weekly in the Homes section of the *Austin American Statesman*.
- * Volunteered with non-profit organization, Girlstart, writing grant proposals, award applications, and conducting grant fund research.
- * Produced press releases for publicity firm, *PR By the Book* and Caver Public Relations, reaching national broadcast and print media for companies such as Modella Footwear, O'Connor & Associates, Lifeway Press, and Surgical Outcomes.

MOTOROLA/LIAISON RESOURCES – Austin, TX

2001-2003

Audio and Video Producer

- * Conducted pre-production setup, including researching local talent, developing scripts, shot sheets and storyboards and assisted with production and post-production activities.
- * Recorded in-house events, meetings and training sessions to later edit and distribute for promotional use.
- * Researched, coordinated and conducted in-studio audio and video webcasts.
- * Engineered audio interviews, which involved measuring sound levels, determining voice quality and utilizing state-of-the-art equipment.
- * Created corporate movies, by digitizing, editing to music and adding effects, ensuring the final product met the client's needs.

YAHOO! BROADCAST – Dallas, TX

1998-2001

Entertainment Producer

- * Conducted in-studio video interviews with film directors and actors, which were prominently featured on the site.
- * Designed, created, and managed the film section of entertainment channel.
- * Created an interactive, multimedia-based newsletter that promoted the site's top webcasted events and was mailed to over 500K recipients on a bi-weekly basis.
- * Attracted publicists, filmmakers, directors, and actors to participate in the section's growth.
- * Regularly assembled, filtered, and updated the best quality content from participating film companies and content providers.
- * Monitored topical trends in entertainment content section to highlight compelling content.
- * Nurtured participating film promoters to improve their content contributions.
- * Wrote original content for the entertainment channel, for high-profile events, such as The Oscars and Victoria Secrets Fashion Show.
- * Interacted with various movie studios, such as Paramount Pictures, Columbia, Warner Brothers, Universal, New Line Cinema, Disney and USA Films.

PERFORMANCE PRINTING CORPORATION – Dallas, TX

1997-1998

Public Relations Coordinator

- * Generated press releases and newsletters for in-house and external client purposes.
- * Developed company's first website, coordinating design and content management.

TEXAS RESEARCH INSTITUTE – Austin, TX

1996-1997

Publications Coordinator

- * Incorporated trade show brochures, engineers' proposals and marketing information for widely distributed media kits.
- * Utilized publishing software to combine graphs, photos, graphics and scientific copy into each engineer's reports.
- * Created a bi-monthly newsletter, directed at environmental, chemical and governmental agencies.

EDUCATION

BA, Southwest Texas State University (Texas State University), San Marcos, TX, 1994 – Cum Laude:
Mass Communications/English

SOFTWARE

- * Multimedia - Adobe Premiere, Media i100, and Final Cut Pro
- * Publishing - Dreamweaver, QuarkExpress, and Photoshop
- * Office Management - Excel, Power Point, and Word

PROFESSIONAL AFFILIATIONS & ACTIVITIES

- * Freelance Austin member
- * DeNucci & Co. Reserve List member