

3 70th Street || Newburyport, Massachusetts 01950 || 978-270-2699  
info@slaterwords.com || Portfolio: www.slaterwords.com

*DYNAMIC COPYWRITER & EXPERT EDITOR ■ WEB CONTENT ■ SALES COPY*

---

## COMPETENCIES

---

- ◆ Adept at identifying a client's voice and maintaining it consistently in content across all marketing applications; able to write flawlessly in a full range of tones.
- ◆ Mastery of the English language and its rules and usage; unparalleled copy-editing skills, with the keenest attention to detail and great memory for maintaining consistency.
- ◆ Thorough knowledge of the *Chicago Manual of Style* and *AP Stylebook*, with quick ability to adapt to any house/client style.
- ◆ Persistent, resourceful, and diligent at fact-checking.
- ◆ Mastery of with Microsoft Word and proficiency in PowerPoint and Excel.

## CAREER SUMMARY

---

Copywriter and editor with vast experience in web content, business writing, marketing collateral copy, non-fiction publishing, ghostwriting (technical articles, blogs, and e-newsletters), e-commerce and catalog copy, sales landing pages, bios/About pages, and journalistic content for various media.

Expert in copy editing, substantive editing, proofreading, and fact-checking; excellent at editing for brevity and punch. Extensive experience editing and revising web content, reference books, all manner of marketing collateral, and various forms of technical and business materials (including reports, white papers, and manuals). Proficient at editing technical and instructional content. Develop and update house style guides and consult on graphics, photo selection, and layout design.

## EMPLOYMENT HISTORY

---

### Media Results, Wilmington, MA

#### Copywriter – Present

Develop creative advertising concepts and taglines to suit clients' unique style and tone; write timed scripts for television and radio commercials (15, 30, and 60 seconds). Work with Digital Marketing Manager to create targeted SEO content, including blog entries, landing pages, social media content, and website content for clients as well as Media Results' own marketing materials. Ensure grammatical perfection in all internal and external documents.

### Energy & Resource Solutions, North Andover, MA

#### Senior Marketing Editor – 2011 to 2018

Edited and formatted all external and internal documents under strict deadlines for ten office locations: proposals, client reports, marketing materials, web content for two company sites, technical articles and blog posts, newsletters, style guides, and e-mails. Responsible for editorial communications with all authors and project managers; assessed turnaround times for all documents and prioritized their flow around competing deadlines while continuously managing editorial staff's assignment schedules. Maintained internal style guide and created proprietary style guides for clients. Reduced editing time on engineering staff's reports by identifying recurring writing issues and creating engaging writing tips and lessons that yielded immediately measurable results. Designed and executed interactive editorial education program for 90 employees via PowerPoint. Consistently commended for effective training and mentoring of new editorial staff and management of freelance editors. **Designated editor for the**

**company's Zondits.com energy-efficiency news/blog site:** Developed editorial calendars, identified relevant article subjects, researched and wrote posts, and edited contributors' posts in WordPress. Planned and wrote bi-weekly e-newsletter campaigns, worked with business development team to analyze site metrics, optimize content, and promote the site. Grew subscriber list and increased conversion rate through e-mail layout design adjustments, contests, social media, and other digital channels; consistently wrote content with the highest click rates.

**Slater Words, Newburyport, MA  
Principal/Copy Writer – 2007 to 2013**

Developer, copy writer, editor, and proofreader of a wide range of business materials, including electronic and print newsletters, web content, press releases, brochures, case studies, white papers, catalog/product descriptions, product packaging, executive bios, script writing, and periodical features. Created branding concepts, wrote taglines, and consulted on logo design. Established reputation among area business owners and social media networks as an impeccable and highly knowledgeable editor. Clients included web developers, marketing agencies, e-commerce merchants, public relations firms, automotive clients, manufacturing firms, attorneys, and a wide variety of other businesses.

**Maptech, Inc., Amesbury, MA  
Executive Editor – 1995 to 2006**

Ensured highest editorial quality across all publications and internal and external communication. Writing, editing, research, editorial liaison with advertising clients and advertising agencies, development of new chapter coverage, day-to-day supervision of data acquisition and organization, photography and photo editing, layout design and generation (for books, chapters, and advertisements), nautical chart overlaying, and project management. Recruited and managed contributing freelance writers and photographers. Developed new book formats to include information on activities complementary to boating; provided all scuba diving content. Contributed to company's ChartKit and Offshore Navigator software divisions as technical writer, packaging copywriter, and web content writer.

**Speaking**

Co-presented 90-minute seminar, "Effective E-Mail Marketing," for Newburyport Chamber of Commerce. Regularly presented short-form material on marketing communications and related subjects at various events for business owners.