

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

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

---

## COMPETENCIES

- ◆ Top-level writing ability – B2B and B2C.
- ◆ Adept at identifying a client's voice and maintaining it consistently in content across all marketing applications.
- ◆ Mastery of the English language and its rules and usage; impeccable copy-editing skills, with the keenest attention to detail.
- ◆ Thorough knowledge of the *Chicago Manual of Style* and *AP Stylebook*, with quick ability to adapt to any house/client style.
- ◆ Excellent time management, self-motivation and commitment to beating deadlines.
- ◆ Proficiency with Microsoft Office (Word, PowerPoint, Excel).

## WRITING AND EDITORIAL BACKGROUND

**Writing:** Independent 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 copywriting, sales landing pages, bios/About pages, and journalism. Developed editorial calendars, generated topics with subject-matter experts, and researched and drafted content for newsletters both print and electronic.

**Editing:** Expert in copyediting, content editing, and proofreading. Extensive experience editing and revising web content, as well as several dozen reference books, all manner of marketing collateral, and various forms of technical and business materials (including reports, white papers and manuals). Developed and updated house style guides for 5 publishers. Consulted on graphics and layout design. Regularly produced and edited technical and instructional content.

## EMPLOYMENT HISTORY

### **Energy & Resource Solutions, North Andover, MA Senior Project & Marketing Editor – 2011 to 2018**

Responsible for editing and formatting all external and internal documents: proposals, client reports, marketing materials, web content for two company sites, technical articles and blog posts, and style guides. Prioritized document flow and continuously updated editorial staff's assignment schedule. Maintained internal style guide as well as client's proprietary style guides; responsible for training and mentoring new editorial staff. Coordinated editorial education for the full company staff; created and presented monthly workshops to improve writing skills for entire staff.

**Designated editor for the company's Zondits.com energy-efficiency news/blog site:** Researched and wrote posts, planned and wrote bi-weekly e-newsletter campaigns, and edited contributors' posts. Met weekly with business development team to analyze site metrics and brainstorm ways to optimize content, promote the site, and grow its readership through social media and other digital channels.

**Slater Words, Newburyport, MA****Principal – 2006 to 2013**

Developer, writer, editor, and proofreader of a wide range of business materials, including electronic and print newsletters, web content, press releases, brochures, white papers, executive bios and periodical features. Clients included web developers, marketing agencies, e-commerce merchants, and small and large businesses.

**Maptech, Inc., Amesbury, MA****Senior Writer-Editor – 1995 to 2006**

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. Instrumental in the development of new book formats. 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.

**EDUCATION****Central Connecticut State University**

Bachelor of Arts in Communications, Mass Media emphasis; Concentration in Writing.