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

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## COMPETENCIES

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- ◆ Adroitness with 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.
- ◆ Intuitive ability to develop concepts and craft client stories; well-honed understanding of copy's balance with graphic design.
- ◆ 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 grasp and adapt to any house/client style.
- ◆ Persistent, resourceful, and diligent at fact-checking.
- ◆ Mastery of Microsoft Word and proficiency in PowerPoint and Excel.

## CAREER SUMMARY

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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, social media, and journalistic content.

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, marketing collateral, technical and business materials (reports, white papers, and manuals). Develop and maintain house style guides and consult on graphics, photo selection, and layout design.

## EMPLOYMENT HISTORY

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### **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 manager 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 – 2008 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, sales letters, long-form gated content, executive bios, script writing, and periodical features. Created branding concepts, wrote taglines, and consulted on layout. Established reputation among area business owners and social media networks as an impeccable and highly knowledgeable editor. Clients included web developers, marketing agencies and consultants, e-commerce merchants, public relations firms, automotive clients, manufacturing firms, attorneys, and a wide variety of other businesses.

**Academy Communications, Boxford, MA**  
**Writer – 2012 to present**

Research topics, interview higher education staff, and write pieces for media placement (on contract basis with PR company specializing in colleges and universities).

**Jerawyn Publishing, Inc., Rye, NY**  
**Managing Editor – 2007 to 2008**

Managed freelance researchers and writers for Atlantic Cruising Club's *Guide to New England Marinas*, a reference guide for boaters. Ensured the editorial integrity of the publication. Developed schedules; managed database of marina information; edited chapter content, photos, cartography, and marina reports; and coordinated acquisition of all contributors' written and graphic submissions.

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

Ensured highest editorial quality across all publications and internal and external communication. Served as writing, editing, research, editorial liaison with advertising clients and advertising agencies. Supervised data acquisition and organization, photography and photo editing, layout design and generation (for books, chapters, and advertisements), and nautical chart overlaying; provided project management. Recruited and managed contributing freelance writers and photographers. Developed new book formats to include information on activities complementary to boating; achieved NAUI Advanced scuba certification on the job and provided all scuba diving content for the reference guide series. Contributed to the publisher's ChartKit and Offshore Navigator software divisions as technical writer, packaging copywriter, and web content writer.

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**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.

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

Bachelor of Arts in Communications, Mass Media/Video Production emphasis; Concentration in Writing

American Writers & Artists, Inc. Accelerated Program for Six-Figure Copywriting

The McGraw-Hill 36-Hour Course: Online Marketing

Google Digital Garage: Content Marketing