

Capability Statement

REBEL WRITER
independent thought... quality results

Overview

Experienced writer, editor, and communications professional who excels at helping organizations improve processes and deliver effective messages to both technical and non-technical audiences. In past positions, I managed and created the Scientific & Cultural Facilities District (SCFD) report for Denver Zoo; lead the zoo's ISO 14001 internal audit team; and secured more than \$300,000 in grant funding.

I also helped a non-profit create a communications strategy, brand awareness, and website content; facilitated a financial services company in creating a comprehensive communications program using traditional and digital tools; and worked on the U.S Forest Service public relations team to educate visitors about bark beetle damage and the impacts on the forests in our state.

Skills & Specialties

Communication Plans, Communication Strategy, Project Management, E-communications, Process Improvement, Newsletter Production, Editing, Video Scripting, Website Content, Social Media, Press Releases, Education/Outreach, Grant Writing, and Annual Reports

Education

Master of Applied Science, Environmental Policy and Management – University of Denver – Denver, CO

Master of Arts, Professional Writing – Kennesaw University – Kennesaw, GA

Bachelor of Arts – Iona College – New Rochelle, NY

Key Achievements

- Managed online content for a national environmental organization by creating, writing, and editing the quarterly newsletter and writing and editing content for the website.
- Researched product policy guidelines for a national environmental organization to create and edit blog posts and website content.
- Edited U.S. Environmental Protection Agency guidance documents that required attention to style guide specifics and copyediting tasks.
- Prepared the *Colorado Greening Government Report Card* as required by Executive Order D 011 07 that reviews state agencies' achievements and informs recommendations for additional actions that positively impact the environment.
- Created content for the new U.S. Forest Service Bark Beetle website that encouraged the public to visit the forests regardless of the beetle impact.
- Updated approach to customer communications for a local financial company by creating a communications strategy and plan with tactics for e-communications and social media.
- Improved member and non-member outreach by creating a communication plan, e-communication strategy, and publicity pieces for the Society for Technical Communication Rocky Mountain Chapter.

Contact Information

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