Copywriting, proofreading, concepting, project management, communications planning, strategy and execution.

**PROFESSIONAL EXPERIENCE**

JSD WRITES, Kansas City, Mo. April 2014-present

Copywriter/Editor/Communications Strategist

*Clients and experience*

* Teva Pharmaceuticals – Proofread and copyedited product cartons, labels, Prescribing Information and product Instructions for Use prior to sending to the U.S. Food and Drug Administration as a part of the drug approval process. Products included specialty and generic medications. Also trained on and utilized the Text Verification Tool (TVT) to assist in long form proofreading. Maintained the Teva specialty products database and moved all product backup documents into the database, should those documents need to be updated and resubmitted for FDA approval.
* Fire Engine Design – Proofread Beauty Brands holiday sales materials.
* KC Presort – Wrote copy for direct mail pieces to potential clients.
* Burns & McDonnell – Wrote copy for Denver Regional Office recruiting brochure.
* Tracy L. Bentley – Wrote professional bio
* Authors Otis Chambliss, Jr. and Kyle Smith – Edited book manuscripts (science fiction/fantasy genre).
* Black & Veatch – Edited the technical manuals for the South American desalination project.
* Ramsey & Associates Design – see below
* LandaJob – Edited updated curriculum for the International Association of Assessing Officers using *The Chicago Manual of Style* guidelines.
* Humatec – Wrote bios for the company’s expert testimony professionals
* KC Sprout & About – Wrote the article, “Best bets for drives and destinations that celebrate fall colors.”
* Writing obituary copy and editing for appropriate tone, as well as grammar and spelling
* Editing papers for a graduate-level social work student for grammar and spelling, and proper citation (APA), and comparing the papers’ content with the assignment from the instructor.

RAMSEY & ASSOCIATES DESIGN, Kansas City, Mo. June 2005 - present

Writer/Editor/Communications Strategist

* Writes, edits and proofreads copy for the publication, *Our Health Matters*
* Fact checks sources used for contributed/submitted articles.
* Content development and management for online and print issues
* Collaborates with art director to create visual concepts for each article
* Editorial calendar development
* Manages contributing authors
* Provides content strategy counsel for kcourhealthmatters.com and *Our Health Matters* Facebook page
* Applies AP style guidelines for all *Our Health Matters* content

GREY HEALTHCARE GROUP, Kansas City, Mo. Dec. 2008-April 2014

Editor/Copywriter

* Wrote direct response copy to support the Hill’s Pet Nutrition (US and Canada) conference team. Wrote email blast copy for Bayer Animal Health product, Advantage Multi customers, and email copy for Hill’s U.S veterinary professionals.
* Created concepts with art directors for the accompanying copy and applied copy updates/changes per client directive.
* Editing/Quality Control: Supported all agency accounts by proofreading print layouts, websites and mobile applications for grammatical and style accuracy, as well as functionality.
* Served as the agency’s resident expert on legal claims.
* Worked with the agency’s animal health clients, Hill’s Pet Nutrition, Boehringer Ingelheim Vetmedica, Inc. and Bayer Animal Health to ensure branding guidelines, style (AMA, Chicago Manual of Style), regulatory (FDA and EPA) and legal requirements were satisfied on all marketing materials prior to release.
* Additional quality support included final review and approval of printer proofs prior to print and final distribution

UHLIG, LLC, Overland Park, Kan. April 2008-Dec. 2008

Proofreader (part-time)

* Editing/Quality Control: Performed quality control editing and proofing for a full-service newsletter company serving multifamily units (i.e., homeowners associations, apartment and senior living communities).
* Proofread materials submitted by newsletter division clients, checking for accurate spelling, grammar and word usage.
* Assisted new clients by establishing style guidelines and proofing submitted copy from freelance and Uhlig staff writers.
* Managed deadlines and client satisfaction by working with layout staff to direct copy corrections, updates, and attention to detail to ensure accuracy in the final product

TWO WEST, Inc., Kansas City, Mo. April 2007-Sept. 2007

Contract Quality Control/Strategic Planning

* Wrote and proofread marketing materials for the Sprint account*.*
* Proofread client materials for application of Sprint corporate branding standards, accuracy and grammar.
* Managed development of Sprint Creative Services style and standards guide.
* Developed copy for internal clients, Human Resources, Community Relations, Corporate Marketing and others.

NOVASTAR MORTGAGE, INC., Kansas City, Mo. Dec. 2004 – June 2005 Writer/Communications Specialist

* Wrote and proofread print and online communications materials for major Human Resources re-branding project.
* Edited employee and manager training manuals.
* Managed the company/ad agency relationship
* Provided communications counsel, developed appropriate messaging and proofread copy.
* Wrote, sourced and proofread articles for e-newsletters that supported the retail (*Branch Weekly*) and wholesale (*Wholesale Weekly*) business channels.
* Wrote and edited articles for quarterly employee e-zine, *Innovations.*

**ADDITIONAL EXPERIENCE**

Black & Veatch – Technical Editor/Writer/Communications Specialist

Taliaferro & Browne, Inc.**–** Writer/Marketing Coordinator

H&R Block, Inc. – Writer/Public Relations Specialist

**EDUCATION**

* Bachelor of Arts Communications; Park University; Parkville, Mo.
* Associate of Arts; Penn Valley Community College; Kansas City, Mo.

**CONTINUING EDUCATION**

* Search Engine Optimization – Johnson County Community College; Overland Park, Kan.
* Writing Master Class – Ann Wylie, facilitator

**PROFESSIONAL AFFILIATIONS**

* International Association of Business Communicators
* The Freelance Exchange – Board of Directors member, Vice President, Communications
* The Writer’s Place
* Greater Kansas City Chamber of Commerce

**COMMUNITY SERVICE**

* Beacon Hill-McFeders Neighborhood Association – Vice President
	+ Led the creation of a formal strategic communications plan for Beacon Hill-McFeders
	+ Oversees all communication efforts aimed at resident engagement
	+ Represents Beacon Hill at the Urban Neighborhood Initiative (UNI) partner meetings
		- Works with Beacon Hill leadership to support UNI projects and garner resident support
* UNI
	+ Vacant to Vibrant marketing work group – Marketing Vacant Houses/Properties
	+ UNI Urban Core Tour 2017 planning team (copywriting and communications planning)
* Prospect Business Association – Community member
* Troost Coalition – Community member
	+ Works with a group of concerned citizens who engage developers who are considering projects along the Troost Corridor, from 31st Street to 47th Street. The goal of the Troost Coalition is to ensure that proposed development projects meet the design standards of the Troost Overlay and add/blend in with the neighborhoods’ aesthetic and character.
	+ The group also attends City Planning Commission meetings at City Hall (Kansas City, Missouri) track the development of proposed projects, and to learn of other developers who may be requesting approval for projects not known to the Troost Coalition.
	+ Works with other groups like UNI, as well as the Beacon Hill, Hyde Park, Manheim and Center City neighborhoods. These neighborhoods are most likely to be impacted by development proposals.
	+ Develops relationships with city planners to learn more about proposed development plans, and to review market studies that may have been done on some projects ahead of presentation to the City Planning Commission.