

Professional Experience

Freelance Education Writer and Editor

November 1987 – Present

Writing, development, and substantive and copy editing of educational books, textbooks, curriculums and instructional materials, journals, magazine and newspaper articles; newsletters, Web sites, software, and marketing communications (catalogs, brochures, advertisements, packaging, book jackets, and press releases).

Marketing Director, Sopris West Educational Services

June 1998 – February 2000

Supervising the marketing and customer service departments for an educational publishing/professional development company. Supervisory duties include hiring and firing, training, incentives, and performance evaluations. Developing and managing marketing programs from concept to printing and direct mailing. Purchasing test lists for and tracking response to direct mail campaigns. Copywriting catalogs, brochures, direct mail, ads, press releases, Web sites, etc. Collaborating with designers, writers, editors, publicists, freelancers, and authors to develop marketing strategies, plans, and budgets. Exhibiting at educational conferences.

Education Book Editor, Sopris West Educational Services

February 1997 – June 1998

Managing editorial projects to meet publication dates within budgets. Developmental editing and copy editing of educational books, curriculums, and software. Collaborating with authors, designers, and freelance illustrators.

Marketing Director, Aigis Publications

May 1996 – February 1997

Developing and managing marketing programs for this publisher of academic books and *Democracy & Nature* (scholarly journal). Writing and editing marketing and media relations communications (press releases, brochures, catalogs, ads). Developing media contacts. Exhibiting at trade shows. Training and overseeing interns.

Outreach Specialist, Boulder County Safehouse

April 1995 – May 1996

Working with women and children in crisis. Assisting with administration of outreach, fundraising, educational, victim advocate, and family programs. Training volunteers, coordinating "external" community volunteer programs, and maintaining positive donor relations. Managing the newsletter (including writing and editing articles; revamping design; and coordinating workflow of solicited articles, design, printing, and mailing).

Publicity Coordinator/Administrator, Literacy Volunteers of America

June 1994 – November 1994

Creating and implementing administrative systems and procedures for this adult education nonprofit. Writing and editing publicity, fundraising, and outreach materials. Assisting with grantwriting and volunteer training. In addition to my staff position, I taught an adult to read and write as a volunteer.

Writer & Editor, Scholastic, Classroom Magazine Division

May 1991 – May 1993

Managing editorial projects to meet publication dates within budgets. Writing and editing articles. Supervising freelancers and interns. Collaborating with art and production staff.

Assistant Media Editor, Scholastic, Classroom Magazine Division

July 1989 – May 1991

Writing and editing preteen- and teen-oriented articles; celebrity interviews; and film, music, and TV program reviews.

Editorial Intern, Scholastic

January 1989 – June 1989

Researching, writing, editing, and proofreading for *Electronic Learning* and *Teaching and Computers* magazines.

Et Cetera

Classroom Teacher, Mountain Valley School District. 10th grade, Creative Writing & Young Adult Literature. Fall 2002.

B.A., Hunter College, CUNY. Double Major: Journalism/Women Studies. Minor: Psychology. Regents Scholarship. 1991.

Professional Memberships. Association of Educational Publishers, Editorial Freelancers Association, Direct Mail Association, Publishers Association of the West, Publishers Marketing Association, Rocky Mountain Publishing Professionals Guild, School Market Research Institute, Small Publishers Association of North America.

Professional Development. Seminars include copywriting, editing, direct mail, graphic design, group leadership, nonprofit fundraising, publishing law, writing for the Web, and more.

Macintosh & Windows Proficiency. Software use includes custom databases, Adobe Acrobat, Adobe InCopy, Cindex, Editor's Toolkit, MS Office, Open Office, Quark Xpress, Skype, and more.

Medical Herbalism. Graduate of Herb School of the Rockies, Fall 2001. Whitedove Herbals, lab assistant, 2002. Green Earth Farms, agricultural assistant, Summer 2003. WishGarden Herbs, agricultural apprenticeship, 2000.

Performance. GoatTree Drum & Dance Troupe: African-inspired rhythm-and-dance performances at community centers, schools, and libraries throughout Colorado. Poetry: Performances at Colorado SPARROWS Poetry Festival, WordHorde, and Western State College, Gunnison, CO. Crestone Music Festival: Boardmember, Director of Fundraising, 2005–2007.

Editorial Projects Include

The Aruna Sanskrit Language Series, *A.K. Aruna*

Balanced Leadership: School Leadership That Works, *Mid-continent Research for Education and Learning (McREL)*

Behavioral Disorders (journal), *Council for Children with Behavioral Disorders (CCBD)*

Beyond Behavior, *CCBD*

Biological Perspectives (2nd ed.), *Biological Sciences Curriculum Study (BSCS)*

Biology: A Human Approach (2nd ed.), *BSCS*

Cognitive-Behavioral Intervention for Trauma in Schools, *Lisa Jaycox, Ph.D.*

Designing Effective Science Lessons, *McREL*

First Step to Success: Helping Young Children Overcome Antisocial Behavior, *Hill Walker, Ph.D., and Colleagues*

Forward Thinking: The McREL Guide to Scenario-Based Planning for the Future, *McREL*

McREL Technology Solutions, *McREL*

Meeting Standards: Instructional Strategies for Struggling Students, *Anne Beninghof, M.S.*

Personal Finance (Web-based instruction), *Junior Achievement*

Pilgrimage (literary journal for the Greater Southwest)

Preparing to Teach and Learn in 2020, *McREL*

Primary Comprehension Toolkit: Language and Lessons for K-2, *Stephanie Harvey and Anne Goudvis*

Powerful Struggles: Managing Resistance, Building Rapport, *John W. Maag, Ph.D.*

Science as Inquiry, *BSCS*

Scott Foresman Leveled Readers (nonfiction readers for sixth-graders)

SenseAble Strategies: Including Diverse Learners through Multisensory Strategies, *Anne Beninghof, M.S.*

The Six-Minute Solution: A Reading Fluency Program, *Gail Adams, M.Ed. and Sheron Brown, M.A., M.S.*

Special Education, *Jim Ysseldyke, Ph.D. and Bob Algozzine, Ph.D.*

Spelling by Pattern, *Ellen Javernick and Louisa Moats*

Strategic Spelling, *Jonathan P. Wheatley*

Woodbine Ecology Center (Web site)

Writing the Sacred Journey: The Art and Practice of Spiritual Memoir, *Elizabeth J. Andrew*

Yoga Sadhana, *Stan Melancon*

Young Exceptional Children (journal), *Council for Exceptional Children (CEC), Division of Early Childhood*