

**summary:** An innovative communications specialist who delivers communications on target and on time. Wide-ranging skills and exposure to a variety of topics through work as an advertising agency copywriter, newspaper reporter, book author, workshop presenter, and founder of a nonprofit. Familiar with many software programs. Strategic thinker, self-motivated.

## professional experience

- **GREENWOOD ENVIRONMENTAL COMMUNICATIONS** **1997-present**  
Create communications tools for small businesses and innovative nonprofit programs, with an emphasis on translating environmental topics for non-technical audiences. Work includes writing, editing, design, and conducting educational events and presentations.
  - Write articles for publications including *The Boston Globe*, *The San Francisco Chronicle*, *Landscape Architecture*, *Natural Home*, *Environmental Design & Construction*, *Encyclopedia of the Environment*, *Whole Earth Review*, *MIT Report*, *BioCycle*, *Training & Development*, *Mother Earth News*, *OnSite Water Treatment*, and *World of Biology*
  - Developed a solid-waste reduction program based on community-based social marketing principles; wrote scenarios for an NSF-funded urban sustainability visioning process based on a Danish Board of Technology program
  - Book author: Co-wrote, researched, edited, formatted, designed, and marketed three books about ecological wastewater management (*The Composting Toilet System Book*, *Liquid Gold*, and *Reusing the Resource*); several thousand copies sold
  - Co-organized an international conference on integrated water management at the Harvard Design School
  - Generated press coverage of organic farming projects and initiatives for an organic farming advocacy group
  - Publicize and conduct tours of facilities and present on ecological wastewater alternatives at events worldwideCorporate contracts included:
  - **COMMUNICATIONS COORDINATOR, Ecological Engineering Group, Inc., Concord, Mass.**  
Coordinated and produced all marketing materials for a small engineering firm
    - Develop, write, and design marketing collateral including newsletters, brochures, press releases, presentations, trade show materials, advertising, manuals, and sales binders
    - Wrote and designed a World Wide Web site ([www.ecological-engineering.com](http://www.ecological-engineering.com))
    - Place articles in local, national, and international publications
  - **COMMUNICATIONS SPECIALIST, Vanasse Hangen Brustlin, Inc., Watertown, Mass.**  
Produced marketing materials for a large civil and environmental engineering company
    - Ghost-wrote articles for engineers; articles appeared in both trade and general interest publications
    - Wrote text for the Web site, proposals, project description sheets, and internal and external newsletters
    - Educated engineers and landscape architects about how to get press coverage of their projects
- **COMMUNICATIONS ASSOCIATE, The Medical Foundation** **Boston, Mass. • (Contract) 1999-2000**  
Developed health promotion communications for this non-profit organization specializing in public health and social-marketing programs for state public health promotion in New England.
  - Wrote and designed newsletters, fact sheets, brochures, and trade show displays
  - Coordinated upgrade of a World Wide Web site ([www.maclearinghouse.com](http://www.maclearinghouse.com))
- **PUBLICATIONS AND PUBLIC RELATIONS MANAGER, Kendall & Company** **Concord, Mass. • 1992-1997**  
Managed publications for this advertising agency with several health-care and nonprofit clients, such as Private Healthcare Systems, Dupont Radiopharmaceuticals, and the Princeton (N.J.) YMCAs
  - Wrote, edited, and designed newsletters, advertising, publications, and brochures
  - Wrote and placed articles and managed press mailings for client publicity
  - Introduced in-house graphics and desktop publishing capabilities
  - Edited and rewrote articles, directed photography, chose illustrations, and coordinated and sold advertising as managing editor of a professional journal for YMCA personnel

- **FREELANCE COMMUNICATIONS SPECIALIST** **1990-1992**  
 Wrote, edited and designed marketing communications for a variety of clients. Examples of typical client work:

  - Wrote articles and formatted publications for the Harvard University News Office
  - Coordinated and produced all marketing literature, including weekly advertising, flyers, signage, and customer newsletters for a building supplies company
  - Wrote, edited, and designed catalogs, newsletters, press releases and flyers for an international travel agency
  - Designed and formatted advertising and publications with Quark XPress, PageMaker, FreeHand, Adobe Photoshop, Adobe Illustrator, and Microsoft Word software; use Dreamweaver, Fireworks, and the Microsoft Office Suite routinely
  
- **CORRESPONDENT, *The Lowell Sun*** **1990**  
 Reported on town and city meetings for next-day early-morning deadlines
  
- **EDITOR, *Acton Digest*** **Acton, Mass. • (Contract) 1989-1990**  
 Assigned, wrote, and edited articles, chose photographs, managed budgets, and formatted this regional magazine.
  
- **REPORTER, *The Billerica Minute-Man and The Burlington Times-Union*** **Billerica, Mass. • 1987-1989**  
 Wrote feature stories, took photographs, and covered municipal meetings for two award-winning newspapers.

## education

- **BACHELOR OF SCIENCE, COMMUNICATIONS, Magazine Program, Syracuse University** **1987**  
 Minor in anthropology. Courses in newswriting, graphic arts, photography and the management, production, writing, and editing of magazines. Generally recognized as one of the top three communications programs in the United States.
- **COURSEWORK, PARTICIPATORY ENVIRONMENTAL DECISIONMAKING, Clark University** **Worcester, Mass. • 2000**
- **BUILDING GREEN SEMINAR, Harvard Design School** **Cambridge, Mass. • 2003**
- **DESIGNING FOR BIODIVERSITY SEMINAR, Green Roofs for Healthy Cities** **Boston, Mass. • 2006**

## related volunteer activities

- **NEWSLETTER/WEB EDITOR AND DESIGNER:** Edited and designed newsletters and Web content for the Northeast Organic Farming Association, Sierra Club Population Initiative, the International Ecological Engineering Society, and the Congress for the New Urbanism New England Chapter.
- **PUBLIC RADIO PROMOTIONS WRITER/DESIGNER:** Wrote and designed press releases and listener guides for public radio stations in Boston and Syracuse, WADN and WAER.
- **WRITER RESIDENCY:** Environmental writer in residence at Mesa Refuge in Point Reyes, California
- **FOUNDER, SUSTAINABLE SOUTHCOAST:** Developed and convened this regional citizen-based sustainability network; developed mailing lists, Web site, and monthly programming, and facilitated action groups, including the New Bedford Sustainable Energy Task Force