

professional experience

- **COMMUNICATIONS SPECIALIST, Greenwood Communications, Concord, Mass.** **1997-present**

On a contract basis, create communications tools for businesses, with an emphasis on translating environmental and planning topics for non-technical audiences and creating compelling action-oriented sales literature. Work includes writing, ghostwriting, editing, design of information and marketing tools, and conducting presentations. Corporate contract client work includes:

Energy-Conservation Content Writer, Ennovationz.com
Planned, wrote, and formatted energy- and water-conservation topic articles for the beta version of this interactive utility-bill analysis portal, Ennovationz.com

Communications Coordinator, Ecological Engineering Group
Coordinate and produce all marketing materials for a small engineering firm

 - Develop, write, and design marketing collateral including newsletters, brochures, press releases, presentations, trade show displays, case studies, advertising, manuals, and a Web site (www.ecological-engineering.com)
 - Place articles in local, national, and international publications
 - Organize customer tours and conference presentations

Communications Specialist, Vanasse Hangen Brustlin
Produced marketing materials for this national urban planning and environmental engineering company

 - Ghostwrote 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
 - Trained staff engineers on ways to obtain publicity for their work

- **FREELANCE WRITER** **Ongoing**

Write articles, books, newsletters, program formats, and other vehicles on a freelance basis. Projects include:

 - Write articles for publications including *Natural Home*, *OnSite Water Treatment*, *Land Development Today*, *The Boston Globe*, *The San Francisco Chronicle*, *Landscape Architecture*, *Environmental Design & Construction*, *Encyclopedia of the Environment*, *BioCycle*, and *Training & Development*
 - Developed a state-funded social marketing program to reduce solid waste in a town of 25,000 with a closed landfill
 - Wrote scenarios for a city's sustainability-visioning process, "Sustainable Lowell 2020," hosted by the University of Massachusetts Center for Work and Family and funded by the National Science Foundation
 - Co-wrote, researched, edited, formatted, designed, and marketed three books about ecological water systems; several thousand copies sold internationally

- **COMMUNICATIONS ASSOCIATE, The Medical Foundation** **Boston, Mass. • 1999-2001**

Developed health-promotion communications for this non-profit organization specializing in public health and social-marketing programs for the Massachusetts Department of Public Health

 - Wrote and designed newsletters, fact sheets, brochures, and trade show displays
 - Coordinated creation of a Web site (www.maclclearinghouse.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 YMCA nationwide.

 - 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
 - Served 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, direct mail pieces, and flyers for an international travel agency and club, Hideaways International
- **CORRESPONDENT, *The Lowell Sun*** 1990
Reported on city meetings for next-day early-morning deadlines for this award-winning city daily newspaper
- **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, Syracuse University** 1987
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 U.S. Minor in anthropology.
- **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's New England Chapter. Wrote and designed press releases and listener guides for public radio stations in Boston (WADN) and Syracuse (WAER)
- **WRITER RESIDENCY:** Participated as an environmental writer in residence at Mesa Refuge in Point Reyes, California.
- **FOUNDER, SUSTAINABLE SOUTHCOAST AND THE NEW BEDFORD ENVIRONMENTAL COLLABORATIVE:** Developed and convened this regional citizen-based sustainability network; facilitated action groups and monthly programming. Wrote an environmental justice policy for the City of New Bedford, one of one two such policies in the United States.
- **FOUNDER, ECOWATERS PROJECTS:** Co-founded this nonprofit project to provide information about ecological wastewater management management methods for both developing and developed countries.

other

- **RESEARCHER, GREEN ROOF PILOT PROJECT:** Researched and tested several substrates to provide non-proprietary green roof systems to both insulate roofs and absorb stormwater. Funded by the Commonwealth of Massachusetts and hosted by the University of Massachusetts at Dartmouth
- **FOUNDER, INNOVATIONS IMPORTER:** Founded and marketed, Ecovita, an importer and developer of ecological toilets and other water innovations to expand the conservation solution market
- **WATER CONFERENCE CO-ORGANIZER:** Co-organized an international conference on integrated water management at the Harvard Design School

software

Use Quark XPress, PageMaker, FreeHand, Adobe Photoshop, Adobe Illustrator, Microsoft Suite, Dreamweaver, and Web-content systems (CMS), including blogs and WordPress, regularly

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