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PROFESSIONAL EXPERIENCE

Classic Residence by Hyatt

Senior copywriter/Web site manager, May 1, 2001 to present.

Marketing and public relations copywriter, January 18, 1999 to April 30, 2001.

- Perform copywriting function for the Classic Residence by Hyatt Web site, brochures, ads, and direct mail.
- Develop and implement Web site content.
- Manage Web site consultant.
- Recommend and implement digital marketing strategies to generate leads and engage prospective residents and interested parties.

Accomplishments

- Key member of multi-departmental team that managed the redesign of the Web site with content management system implementation. Managed freelance and in-house writing team that developed copy for the site, which has become the primary and most cost-effective generator of non-referral leads and sales.
- Oversaw development of previous site iteration, which was honored with a PRSA Chicago Skyline Tactics Award.
- Implemented pay-per-click lead generation program with consulting team.
- Member of public relations committee that managed grand opening celebration for Classic Residence by Hyatt at The Glen. Coordinated activities and volunteers from Chicago office.
- Developed premier Classic Residence by Hyatt press kit, including fact sheets, backgrounders, and executive management biographies.
- Managed development of *Classic Living* and *Money Matters* (marketing publications) and employee newsletter, *Connections*.
- Wrote and reviewed departmental policies.
- Work honored with numerous Mature Media Awards.

Coopers & Lybrand LLP (PricewaterhouseCoopers)

Communications consultant, July 1, 1995 to July 31, 1998.

Communications associate, February 1994 to June 30, 1995.

- Assisted clients and senior consultants with development of strategic employee communications proposals, plans, and budgets.
- Developed and wrote employee benefits communications, including summary plan descriptions, highlights brochures, newsletters, open enrollment materials, survey feedback reports, benefit statements, video scripts, and posters.
- Worked with clients and graphic designers to develop consistent creative look for communications campaigns.
- Managed communications process, including initial drafting, design, printing, and distribution, working with print and fulfillment vendors, freelance graphic designers, and in-house writers.
- Wrote proposals for employee communications projects, including 401(k) communications and personal investment planning.
- Performed peer and technical reviews.

Editor/proofreader, September 1983 to February 1994.

- Wrote and edited newsletters and marketing group publications.
- Edited documents for grammar, clarity, consistency, technical accuracy, and style.
- Tallied results from a Coopers & Lybrand/Mental Health Association of Greater Chicago survey of local employers and co-wrote presentation and article.

VOLUNTEER EXPERIENCE**Lincoln Park Zoo****Docent, January 1990 to September 2004.**

Led tours for general public and special groups, and behind-the-scenes V.I.P. tours of the large mammal area and zoo hospital; presented informal talks on and off zoo grounds. Interviewed docent candidates and acted as mentor for trainees. Wrote feature articles for the docent newsletter, *The Ark*.

Docent day captain, April 1, 1991 to March 31, 1993.

Scheduled docents for activities. Reported docent hours, activities covered, and number of visitors reached to the education department. Ensured that Sunday docents complied with zoo policies. Supervised on-the-job training and monitored progress of about 20 provisional docents (trainees). Acted as liaison between Sunday docents and executive board. Board member.

Editor, *The Ark* (docent newsletter), April 1, 1995 to September 2004.

Distributed to volunteers, staff, and reciprocating zoos and institutions, *The Ark* was praised by many zoo professionals, including retired LPZ director Lester Fisher, D.V.M.

Chair, Association of Zoo and Aquarium Docents (AZAD) 1993 Conference transportation committee.

Working with a total budget of \$15,000, arranged bus transportation for 750 people to Shedd Aquarium, Lincoln Park Zoo, and Field Museum; 600 to Brookfield Zoo; and 500 to Milwaukee County Zoo. Transportation received outstanding ratings on conference evaluation.

EDUCATION**University of Chicago**

Bachelor of arts, English language and literature.

Dean's list, three quarters.

CONTINUING EDUCATION

- Basic and Advanced Manuscript Editing (the University of Chicago Office of Continuing Studies).
- How to Do Corporate Communications, PR, and Marketing on the Internet (International Association of Business Communicators and Lawrence Ragan Communications, Inc.).
- International Association of Business Communicators (IABC) Conference (San Francisco, California, and Chicago, Illinois). Introduced speakers at Chicago conference.
- Member of IABC.