

EDITORIAL MANAGEMENT PROFESSIONAL — TRADITIONAL & DIGITAL

15+ years of experience as a senior editorial manager of consumer packaged goods (CPG) and beauty direct-marketing, and legal and health care print and online vehicles from genesis to completion. Versed in B2B and Direct-to-Consumer (DTC) promotion, catalog, newsletters, training, direct mail, advertising, publishing, web content and HTML. A results-driven professional who thrives in a deadline-rich, high-volume environment.

- Exemplary editor and writer • An effective liaison across all levels • Nimble architect of copy guidelines
- Dauntless team leader • Outstanding team builder • Dynamic team member

EXPERIENCE

LAWYERSANDSETTLEMENTS.COM

2010–present

Premier online legal news source; over 2.5 million visitors annually

Legal Editor/Content Manager

Oversee the integrity of and consistency across all areas of this real-time legal website. Proofread and correct as appropriate an average of 200 articles/interviews per month. Ensure relevant links are embedded into content and keywords for SEO are input. Act as online art director, orchestrating and maintaining the freshness of the image with the printed word. Ensure adherence to posting schedules.

FREELANCE COPY EDITOR / PROOFREADER / COPYWRITER

2010–present

Client: Avon Products, Inc.

2010–present

Copyedit customer and Sales (B2B) literature for Avon's exclusive Mom and Baby business—Tiny Tillia by Avon. Solely accountable for the accuracy and grammatical integrity of the quarterly 32-page *Storybook* and bi-weekly 4-page *What's New*.

Collaborated with Avon's North America Events team on all copy aspects of the 2011–2012 President's Recognition Program Celebration materials for over 680 top-selling Independent Sales Representatives. Wrote 38-page Journey "North to Alaska" Program of Events booklet for eight-day, seven-night cruise, detailing travel information, daily itinerary, ports of call, ship amenities and accommodations. Additionally, crafted pre-cruise e-mail invitations with registration information and Celebration event highlights to Avon's senior management, Associates and qualifying Independent Sales Representatives.

Client: Cosmetic Executive Women, Inc. (CEW), New York, NY

2011–present

CEW Beauty Insider mini site (launched March 5, 2012): Proofread all content in this new tab on the CEW.org site, which carries news stories, articles and videos on the beauty industry.

2011 redesign of CEW.org site: Edited PDFs of each web page with an eye to spelling, punctuation, grammar and overall readability and style consistency. Confirmed that edits were correctly implemented on live site.

2011 Achiever Awards Journal: Proofread and fact-checked Achiever honorees' bios. 2011 CEW Achiever Honorees: Gina Boswell of Alberto Culver, Lisa Hawkins of Dior Beauty, Leslie Marino of L'Oréal USA and Barbara Zinn-Moore of Lord & Taylor.

Insider Newsletter: Proofread interviews of top beauty industry leaders for CEW's monthly newsletter.

Client: Cigna, Bloomfield, CT

2011–2012

Proofread a wide range of Cigna's B2B and B2C print and online health care communications during the company's U.S. rebranding launch. Upheld the grammatical integrity and style consistency of Select, Senior, Regional, National and Finalist white papers, newsletters, enrollment guides, PowerPoint presentations, dental fee schedules, and brand-name and generic drug listings.

Spearheaded Creative Services Style Guide updates to align with rebranding initiative. Partnered with editors, project managers and graphic designers on compiling new terminology. Ensured that existing language remained consistent across all business segments.

AVON PRODUCTS, INC., NEW YORK, NY

1993–2010

The world's largest direct seller; \$10 billion in annual revenue

Manager, Copy Edit, Marketing & Representative Communications

Oversaw a team that was responsible for the integrity of roughly 700 sales training and promotional communications yearly to Avon's management team and 600,000 Independent Sales Representatives. Managed the client/creative relationship; executed project scheduling from inception to completion. Maintained department's editorial/quality control standards. Disseminated information inter-departmentally for consistency of consumer and Representative message.

Key Accomplishments:

- Was promoted three times within Avon's Creative Agency.
- Developed and implemented a seamless inter- and intra-departmental process to ensure on-time product delivery with the highest possible standards.
- Was a member of the Collateral Review Board. Examined potential projects to determine overlap and redundancy with active literature to uphold budgetary targets. Reduced existing volume by 30 percent.
- Supervised the conversion of Avon's Product Reference Guide from paper to online, with an annual savings of \$250m.

Manager, Editing and Quality Control

Managed the editing and quality of the Avon Brochure and field support literature. Supervised a staff of 15 full-time editors.

Key Accomplishments:

- Led effort to streamline literature production processes; reduced print cycle time by 50 percent.
- Created a checks-and-balances system to ensure all editorial and client changes were captured and print schedules were met. Reduced error rate by an unprecedented 70 percent, a first for Avon.

Senior Editor, Avon Brochure and Sales Support Literature

Copyedited and proofread the bi-weekly Avon Brochure, which consisted of over 80 pages in each campaign, as well as a large volume of Avon field support literature, including Avon's premier newsletter, *The Rep Times*.

Key Accomplishments:

- Trained new hires in all aspects of Avon's direct-selling model.
- Maintained quality control over all editing projects to prevent loss of sales and Customers.

PRESENTATIONS AND PUBLIC SPEAKING

NY Metro ASTD/City of New York-Small Business Services/Bank Teller Training Project, 2007

- Co-Facilitator: “Résumé Writing and Interviewing Skills”

Year Up, New York, NY, 2007

A one-year, intensive training program for young adults, ages 18–24.

- Guest Speaker: “An Unconventional Career Path”

New York Women in Communications Student Career Conference, New York, NY, 2003

- Guest Speaker: “Creative Career Path” Panel

MEMBERSHIPS AND AFFILIATIONS

Big Brothers Big Sisters of America

- “Big” volunteer, Avon’s Workplace Mentoring Program, 2006–2007
- “Big” volunteer, Community-Based Program, 2007–2010

Actors’ Equity Association

American Guild of Musical Artists

Blue Hill Troupe, Ltd., New York, NY

Simsbury Light Opera Company, Simsbury, CT

EDUCATION

New York University School of Continuing and Professional Studies, 1998

- Courses in Leadership and Organizational Development

Hartt College of Music, West Hartford, CT, Bachelor of Music, *magna cum laude*

COMPUTER SKILLS

Proficient in Microsoft Office, Adobe Acrobat Pro, Adobe Photoshop, QuarkXPress and InDesign.

Motivational speaker and vocal soloist.