
OBJECTIVE: CONTRACT WRITER AND EDITOR

PROFESSIONAL PROFILE

Creative communications professional with successful and diverse background in advertising, marketing, public relations and magazine/newsletter production, and over 12 years of experience.

▶ Key strengths include: writing, editing, photo art direction, video production, design/layout, supervision and mentoring. ▶ Proficient in innovative thinking, multi-tasking, planning and process management, measurement, and presenting ideas. ▶ Conscientious, detail-oriented and deadline-driven; flexible, team player with an outstanding work ethic. ▶ Experience in magazine and newsletter editorial, and industries such as: real estate, engineering, healthcare, telecommunications, retail, salon/spa/resort, entertainment, associations and non-profits.

EXPERIENCE & ACCOMPLISHMENTS

▶ **Freelance Writer/Editor** – Amy Reavis Sinn, Denver, CO – *1/2007 to present*

As a freelance writer, editor, marketer and PR professional, I write and edit marketing pieces, press releases and articles for various clients and publications.

▶ **Communications Manager** – DIA Partnership, Denver, CO – Non-profit organization.
1/2006-1/2007

Responsible for managing and coordinating communications functions for this non-profit, including writing press releases, creating marketing materials, PR/media relations, event planning & coordination, Web site maintenance & committee presentations. Manage budget and external contracts.

▶ **Writer/Editor** – Forest City Enterprises, Cleveland, OH/Denver, CO – Real estate developer.
1/2004-12//2005

Managed the creation of a weekly online newsletter, quarterly magazine, and daily intranet. **Wrote and edited** all copy and advised on design/layout. **Conducted on-camera interviews** with senior executives. Managed budget.

- Wrote over **650 articles/pieces** in a year and a half
- Based on my reputation and relationship with colleagues, I **expanded departmental business** by developing copy, designing and editing brochures and Web sites – and **increased internal client base**
- **Acquired the public relations functions** for the annual Community Day event

▶ **Freelance Writing/Editing/Marketing** – Washington, DC and Chicago, IL. *2001 to 2003 and 1997 to 1999*

Wrote magazine, newspaper and newsletter articles, press releases, brochure and ad copy. Designed newsletters, marketing pieces and programs. • Articles appeared in *Chicago Wilderness, Landscape Management*, and *Screen* magazines, *Evanston Sentinel* and *Evanston Review*.

▶ **Marketing/PR Specialist** – Alliance for Telecommunications Industry Solutions (ATIS), DC – Association. *2/2000-6/2001*

Implemented all PR and promotional activities, including press releases, annual report, newsletters, brochures, trade shows, educational programs and Web site.

- **Instituted, wrote and produced** a member, Web-based, newsletter, and a monthly Board newsletter that was praised by executives for improving cross-functional coordination in the organization

▶ **Assoc./Managing Editor** – SAME/*The Military Engineer* magazine, Alexandria, VA – Association. 1999-2000

Created lineup & directed process for bi-monthly magazine; conducted production meetings; worked with & edited copy of authors & contributing editors; wrote quarterly newsletter copy; updated Web site.

- **Improved processes** by effecting productivity-enhancing computer and software initiatives
- Researched and implemented “direct to plate” printing that resulted in **substantial production savings**
- **Redesigned quarterly newsletter** to a more professional 4-color, newspaper style that better informed members

▶ **Freelance Writing/Editing/Marketing** – Washington, DC. 1997 to 1999 [See description-pg. 1]

▶ **Marketing Director** – Marketing Solutions, Fairfax, VA – Marketing/PR firm. 1996 to 1997

Managed public relations and marketing for clients, including creating strategies and schedules. Wrote and edited trade magazine articles, press releases, ads, newsletters and brochures. Coordinated events and promotions.

- **Generated local & national publicity** for clients – in *Redbook, Health, American Woman, Dermoscope, Living Fit & Self* magazines.

COMPUTER SKILLS

PC & Macintosh. Microsoft Windows: Word, Excel, PowerPoint, Access, Publisher. Graphics Software: QuarkXPress, Adobe PageMaker, Illustrator, Photoshop, FrontPage, DreamWeaver, GoLive, & InCopy/InDesign

PROFESSIONAL AFFILIATIONS/MEMBERSHIPS

- ULI Colorado, Newsletter Chair-2006
- Denver Mile Hi Club-2006
- Denver eWomen Network
- American Marketing Association
- Public Relations Society of America
- Adoption Exchange – volunteer
- Adams County Children and Family Center – volunteer

EDUCATION

B.A. – Journalism and Visual Communications – University of North Carolina at Chapel Hill
School of Journalism and Mass Communication

SAMPLES OF WORK

Go to www.amyrsinn.com

REFERENCES

Available upon request