

Blythe Howard-Chou
Marketing Writer
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As a marketing writer, I can help your team strategize and implement communications, as well as create effective communication pieces. My assets include:

- 6 years of marketing writing (print, Web, and audiovisual)
- Experience planning and implementing communication plans
- Familiarity writing for technology, education, and non-profits
- 5 years of project coordination; managing projects from start to finish
- Attention to detail, meticulous follow-through, and a record of meeting deadlines
- Experience working with graphic designers, art directors, and multi-media developers
- Proficiency working independently as well as within a team

Due to an avid interest in education, my background also encompasses 8 years of academic writing experience, and 4 years of teaching writing and literature courses.

Writing samples are available at <http://www.jumpbean.com/portfolio> and by request.

PROFESSIONAL EXPERIENCE

5/00-Present MARKETING WRITER/CONSULTANT, Jumping Bean Communications, Chicago. Strategize and assist in implementation of marketing and communications plans. Guide companies in developing key messages and new marketing content to strengthen their corporate and product brands.

- Projects consist of planning and creating ads, articles, biographies, brochures, data sheets, direct mail, email campaigns, press releases, sales proposals, Web copy, white papers, etc. and editing existing marketing collateral.
- Clients include SPSS Inc., the Lincoln Park Chamber of Commerce, Lincoln Park Financial, Initiate Systems, Learning Insights, Open Port Technology, EMC/Paradigm Publishing, Catbird Networks, Stellent, Universal Access, Photoplay Design, Neoteric Design, Townstone Financial, and small businesses in various industries.
- Worked onsite from 4/05-8/05 with the Government Finance Officers Association, a nonprofit association with 16,000 members. Created all promotional materials for the annual conference, including press releases, emails, Web copy, and conference program; wrote ad copy to promote 5 new educational publications; devised new membership recruitment campaign and flyer. Also wrote brochures and emails advertising training seminars, resulting in increased seminar attendance from past years.

1/99-11/00 FREELANCE MARKETING WRITER, Open Port Technology, Chicago. Wrote collateral to prepare Open Port for their initial public offering.

- Helped refine key messages for IP LaunchPad software.
- Wrote data sheets, press releases, and white papers.
- Ensured key messages about IP LaunchPad software were communicated to sales department.

10/96-4/00 COORDINATOR AND RESEARCH ASSISTANT, Department of Family Medicine, University of Illinois -Chicago. Coordinated faculty development grant projects for physicians who wanted to improve the medical school curriculum.

- Regularly communicated project details to physicians.
- Gathered and tabulated quantifiable data for grant projects.
- Co-wrote grant applications, edited a handbook detailing the departmental Residency Curriculum, and advised physicians in writing educational articles.
- Initiated and taught a workshop for medical students that used writing and literature as a means for them to explore their patients' perspectives.

5/95-9/96 PROJECT COORDINATOR, NEH-funded Humanities 2000, University of Toledo. Communicated details of the curriculum re-development effort to the university, grant participants, and the public.

- Coordinated project events and conferences.
- Wrote promotional brochures and fliers promoting curriculum development effort.
- Assisted in recruitment; maintained mail and phone contact with the grant's 40-plus participants.
- Monitored grant expenditures.

1/96-6/96 WRITING TUTOR, The Writing Center, University of Toledo. Provided instruction to help students and faculty meet writing-across-the-curriculum guidelines.

- Taught students how to improve their writing skills.
- Partnered with faculty to develop classroom writing projects.

7/93-5/95 WRITING INSTRUCTOR, Composition I and Composition and Literature, Department of English, Miami University. Taught students to build writing and critical-thinking skills. Developed my curriculum to meet the Department's larger goals.

- Devised lesson plans and written assignments for each semester.
- Taught each class.
- Evaluated students' writing projects.
- Served on the University's College Composition Committee and gave input on writing standards.

7/92 TEACHER, The Governor's Institute for Gifted and Talented High School Students, The University of Toledo. Led poetry workshop for students in the summer program.

- Planned content for workshop.
- Taught workshop.
- Responded to student writing.

SOFTWARE SKILLS

Proficient in Word; familiar with PowerPoint, Excel, Dreamweaver, and Acrobat. Learn new programs quickly.

EDUCATION

Master of Arts, 1995

Miami University, summa cum laude
English Language and Literature

Bachelor of Arts, 1993

The University of Toledo, magna cum laude
Honors in English Language and Literature, minor in French