## A rare combination. Wide and deep experience and comprehensive skills in both writing and editing across the marketing, business, and technical spaces—versatile, precise, committed. Specialist in b2b technical marketing collateral.

## Freelancing History

**1998-Present**

**Writer,** various clients, including more recently:

**Marketing**

* Bay Area Traffic Solutions (Fremont, CA): wrote and co-wrote copy for entire new website for highway traffic control and diversion company: http://www.batstrafficsolutions.com/
* BCR Environmental (Jacksonville, FL) wrote whitepaper, case study, and other collateral for wastewater treatment and biosolids processing technology company
* CECO Environmental (Plano, TX): wrote blog entries, brochures, and trade journal articles for a leading pollution control and fluid-handling technology company, covering topics such as selective catalytic reduction, exhaust scrubbers, bioremediation, and sealless magnetic pumps
* Cellphone-Mate, Inc. (Fremont, CA): wrote whitepapers, packaging copy, and web copy for mobile phone signal booster firm
* Classic Air Aviation, Inc. (Mesa, AZ): wrote and rewrote copy for website of civil aviation flight school and fixed-base operator aircraft services company: https://www.classicairaviation.com/
* Crystal Minds New Beginning (Miami, FL): wrote or rewrote entire website for company that provides in-home and clinic-based ABA therapy for Autism Spectrum Disorder and other neuropsychological and developmental issues: http://crystalabatherapy.com/
* Drones4Hire Inc. (Kansas City, MO): Wrote web copy for a platform that connects commercial drone pilots to clients needing aerial photography services https://www.drones4hire.com/
* EDB Construction Management (Los Angeles): wrote or rewrote all web copy for high-end design-build and owner’s representative firm specializing in custom single-family homes: http://www.edb.la/about-us/#
* Elixxir LLC (Claremont, CA): Co-wrote pitch deck and technical whitepaper on a new blockchain-based multifunctional platform for startup led by Dr. David Chaum, co-inventor of blockchain and holder of many base patents in data privacy and security (ongoing)
* Essex Credit (San Ramon, CA): wrote marketing collateral for boat and RV lender, including web copy, brochures, postcards, email messages, long-form articles for trade journals, and display ads
* FitRec (Gaithersburg, MD): wrote copy for mobile app that connects people with partners for fitness and sports activities in their area
* Froedtert Health (Milwaukee, WI): wrote homepage article on advanced versus flu testing for a diagnostic lab
* Hydraulic Controls Inc. (Emeryville, CA): wrote all copy for new website for hydraulic systems company other than product descriptions: http://www.hydraulic-controls.com/
* ICE Consulting (Milpitas, CA): with CEO, co-wrote copy for entire new website, including site information design; worked closely with CEO and graphic designer on rebranding including new logo and tagline; edited whitepapers, business proposals, and other documents: http://www.iceconsulting.com/
* Icon Blue (Los Angeles, CA): completely rewrote two whitepapers and several case studies for a national promotional products and marketing support firm: helped close an important contract
* Life Threads Inc. (NYC): technical web marketing copy for About Us and Technology pages of manufacturer of antibacterial, fluid-repellant medical apparel: http://www.life-threads.com/
* Mathei Inc. (NYC and Antwerp. Belgium): co-wrote website copy with principal for company providing software solutions for financial and regulatory reporting obligations of US-based financial institutions: http://www.mathei-ict.com/
* Monster Lead Group, LLC (Owings Mills, MD): writing client-facing emails, business proposals and other collateral, articles for trade journals, web copy, patent applications, etc. for technology-driven mortgage marketing firm
* Mother Nature Carpet Cleaning (San Francisco, CA): wrote blog entries for website: http://www.mothernaturescleaning.com/blog/
* Serveaze (Denver, CO): wrote copy for Help and FAQs pages for home services provider: http://www.serveaze.com
* Southern Roofing & Construction (Lewisville, TX): redesigned and wrote SEO copy for roofing company website: https://southern-roof.com/
* STEAM Innovators Camp (Columbia, MD): wrote copy for Facebook page and website for Science, Technology, Arts, and Mathematics summer day-camp for kids in grades K–5
* SwingPilot (Denver, CO): rewrote entire website selling a device and method for improving golf swing: http://swingpilot.com/ [Note: I did not write current version of homepage.]
* The Grand Paw (Palm Springs and Indio, CA): wrote or rewrote web copy for luxury pet resort-spa and pet day care: http://thegrandpaw.com/
* TMA Communications (Sunnyvale, CA): assembled a corporate white paper detailing services for a new cabling and internal networking company
* Tray, Inc. (Baltimore, MD): Revised information design and wrote/rewrote all web copy for a large printing communications company; also wrote press releases and email blasts: http://trayinc.com/
* Universal Solar System (Plano, TX) wrote blog posts and other collateral for solar installer company (ongoing)
* VIB Marketing Agency (Vermilion, OH): Researched and wrote a comprehensive guide to the South Walton/Route 30A area of Florida for brides, grooms, and their families and guests
* World-Class Training(El Paso, TX): wrote and co-wrote marketing collateral for employee training consultants including emails, seminar announcements, etc. (ongoing)
* Xedious LLC (Richardson, TX): revised information design and wrote/rewrote copy for a software and web design consulting startup: https://xedious.com/
* Ziva Agency (Dallas, TX): wrote b2b collateral including whitepapers and brochures for various agency clients in fluid handling, pollution control, wastewater and biosolids management, and network communication technology (ongoing)

**Technical & Business**

* American Red Cross—Bay Area Cross-Sector Partners in Preparedness (San Francisco): project development plan for regional pandemic preparedness
* Bay Area College of Nursing (Belmont, CA): wrote funded proposal to the San Francisco Foundation for a pilot community blood-pressure monitoring/reduction program
* CECO Environmental (Plano, TX): wrote whitepapers and trade journal articles for a leading pollution control and fluid-handling technology company (ongoing)
* Cengage Aplia Inc. (Belmont, CA): wrote web-based software user guides for academic assessment management
* Center for Mathematics and Computer Science (Amsterdam): technical papers, patent applications, and grant proposals for Dr. David Chaum (proposal to EU funded for approx. $130,000 over 3 years); also wrote marketing copy for pioneering e-money firm Digicash
* CoinX (Taipei, Taiwan): rewrote and edited executive summary and pitch deck for next-gen venture capital and incubator firm
* Coyote Creek Consultants (Milpitas, CA): wrote 6 whitepapers each on MS Exchange and MS SharePoint
* Culver Company (San Rafael, CA): wrote electrical safety tips for outdoor workers developed for various electrical utilities; wrote answers to "Ask an Expert" questions for energy company websites (ongoing)
* Ikabit LLC (Folsom, CA): Wrote funding pitch materials, business plan, and Executive Summary for tech startup
* Isaacson, Miller (Executive Recruitment, San Francisco): researched and wrote Opportunity and Challenge statements and School and Campus profiles for: UC Davis Director of Institute for Health Technology and Informatics; U of Rochester Chair of Biostatistics and Computational Biology; other senior administrative posts
* Mike Weddington Consulting Group (Dallas, TX): developed workbooks in MS Publisher as accompaniment to seminars on various aspects of small business planning and development
* NTT Data Services: Wrote whitepaper “The Five Most Common Misconceptions About AI in Health Insurance”
* Oliver Burgelman (San Francisco): blog entries for high-end residential real estate agent
* Scott Carpenter & Associates (NYC): co-wrote e-books on client research, acquisition and retention in b2b sales
* William R. Culp (Culp, Elliott, & Carpenter, Charlotte, NC): co-wrote client memos and e-book *Protect, Preserve, and Grow Your Family Fortune*

**For samples, please see portfolio at https://precisionenglish.writerfolio.com/**

**1994- Present**

**Editor**, various clients, including:

* Ali Kadri, PhD. Research Fellow, Middle East Institute, National University of Singapore: *Arab Development Denied*, (London, Anthem Press, 2014) a study of MENA economies since 1980; *The Fall of Arab Socialism* (London, Anthem Press, 2017) and various papers and articles
* Atlantic Health System (Morristown, NJ): “Building an ACO for All the Wrong Reasons” by Anthony Shulkin, MD (former Director, US Veterans Administration)
* Avanzar, Inc. (Oakland, CA): human-rights and community-relations policy compliance reports on mineral exploration projects in developing regions
* Center for Research on Learning (Palo Alto, CA): papers by John Seely Brown and others
* Elixxir LLC (Claremont, CA): Edited team blog posts and other collateral for a startup led by Dr. David Chaum, co-inventor of blockchain and holder of many base patents in data privacy and security (ongoing)
* Greenberg Brand Strategy (San Francisco): branding research whitepapers
* Jeffrey Houser: *Angular Bootstrap: Collected Essays*. Programming procedures and tips for working with Angular and Javascript.
* iRMUUN Communications Group (San Francisco, Ulaanbaatar, Mongolia): brochures, books and articles; English-language copy for a promotional issue of *Mongolica* magazine published to coincide with the 11th ASEM Summit held in Ulaanbaatar; copy for other issues of *Mongolica*
* Kit-Tena Ferguson: *Raising Queens: Positioning Our Daughters* for Greatness (how-to book on parenting African-American girls)
* Smadar Lavie (Berkeley, CA): Distilled from her book *Wrapped in the Flag of Israel* several versions of talk and PowerPoint: “Gaza 2014 and Mizrahi Feminism”
* Richard McDaniel, *Stored Feelings: A Memoir of Discovery* (autobiographical study of how engineer author independently made discoveries about memory and trauma since confirmed by neuroscience: forthcoming)
* Morgan Kaufmann Publishers (San Mateo, CA): books on artificial intelligence, learning theory, local networks, etc.
* Shane Neeley, *Stone-Age Code* (popular nonfiction book on artificial intelligence and human evolution: forthcoming)
* Rachel Sommerville (Berkeley, CA and Adelaide): copy editing and some co-writing on *From Australia to the Ghettos of America: One Woman’s Fight to Save Prisoners From Death Row*
* Tony Seba, MBA, (Palo Alto, CA): copy editing, developmental editing, and some co-writing on *Solar Trillions: A Guide to 7 Market Opportunities in the Emerging Clean-Energy Economy* by a Stanford lecturer in technology business
* YES (Pittsburgh, PA): editing and rewriting position papers on peer and near-peer mentoring as part of extended diversion services for at-risk youth and for social-media based STEM education

**Recently edited research papers and dissertations:**

* *4-H Youth Development Program as a Recruitment Tool for Colleges of Agriculture: A Formative Evaluation*
* *Advances in the Understanding of the Gabaergic Neurobiology of FMR1 Expanded Alleles Leading to Targeted Treatments for Fragile X Spectrum Disorder*
* *Changes in Educational Achievement Associated with the Schools Attuned Program*
* *Correlating Personality Types and Educational Attainment*
* *Development and Validation Study of the Lupus Activity Scale (LAS)*
* *Discourses on the Modernisation Agenda in Sport Policy in Oman: Between Global and Local, Modernity and Authenticity*
* *Evaluating the implementation of Project Management Techniques in Saudi Arabia*
* *Inborn Error Metabolic Screening in Individuals with Nonsyndromic Autism Spectrum Disorders*
* *An Interpretative Phenomenological Analysis of Former US Army Personnel and Their Perspectives on Toxic Leadership*
* *A List of Core Skills and Knowledge Necessary for Parents of Children Birth to Five Years Old with Autism, as Prioritized by Practitioners with a Behavioral Modification Perspective*
* *Modeling the Rheological Characteristics of Flexible High Yield Pulp-Fibre–Reinforced Bio-Based Nylon 11 Bio-Composite*
* *Parents’ Perceptions of Language and Communication in Multilingual Children*
* *A Proxy Focused on Solving the Cross-Scripting Threat on Webpage Mashups*
* *Sharing Intelligently Derived Location Context While Preserving Privacy (Smartphone Application)*
* *Transitioning Students with Disabilities to Adulthood: A Framework for Change in Michigan*
* *Using the Theory of Planned Behavior to Predict Middle Managers’ Intentions and Behavior in Hiring, Developing, And Retaining Science, Engineering, and Technology (SET) Professional Women*
* *Web-Based Microfinance for Developing Nations: KIVA Microfunds: A Case* *Study*

**Degrees & Credentials**

* Multiple Subject (K-6) Spanish Bilingual Teaching Credential, CSU East Bay
* MA English, San Francisco State University
* BA English/Spanish, University of California at Santa Cruz

**Software & Systems**

* MS Office (Word, Excel, PowerPoint, Publisher)
* Slack
* HTML and XML (basic)
* Overleaf
* WordPress (basic)

**Languages**

* French (conversational and reading fluency)
* Spanish (conversational and reading fluency, formerly bilingual certified)

**References available upon request.**