

# gina sares

CRISP EDITING & ENGAGING COPY

## OBJECTIVE

Combining the art and purpose of language to produce effective copy for public relations, marketing and communications materials.

## PROFESSIONAL

**Adams Street Publishing**, Assignment Editor August 2008 – Present

- Organize, coordinate, assign and revise articles for *Toledo City Paper*, *Toledo Area Parent*, *Ann Arbor Family Press*, and *Current*.
- Manage assignments and invoices of freelance writers.
- Consistently contribute as reporter of cover stories, features, and other assignments.

**Independent Writer & Editor** October 2007 – Present

- Create strategic and purposeful copy for materials, including websites, newsletters, brochures, business proposals, letters, and press releases.
- Revise and edit articles, eBooks, manuals and manuscripts.
- Work individually with clients as well as in collaboration with web designers, graphic designers and marketing companies.
- Editor of Women's Entrepreneurial Network monthly newsletter.
- Former freelance writer for *Toledo Business Review* and *Toledo City Paper*.

**Bolt from the Blue**, Content Creator May 2007 – October 2007

- Developed copy for company and client marketing materials.
- Over two years experience revising articles featured in the *Toledo Business Advantage* and syndicated weekly in the *Toledo Free Press*.
- Revised business training eBooks and book manuscript.
- Managed over 30 contractors for hand addressed direct mail campaigns.

**Independent Copywriter & Editor** August 2005 – April 2007

- Worked exclusively in partnership with Tom Richard Marketing, developing copy for marketing materials and editing articles for online and print publication.

**ALBAT Program**, Training Clerk January 2006 – April 2007

- Handled correspondence with unions, employers and apprentices in 8-state area.
- Recorded and organized all training information and certification of apprentices.

## EDUCATION

**Miami University**  
Bachelor of Arts in English, May 2005  
University Honors, Cum Laude

**Central Catholic High School**  
Salutatorian, May 2001

## ORGANIZATIONS

Cancer Connection of Northwest Ohio Board Member, Women's Entrepreneurial Network, Toastmasters International (Area Governor, Club President)