

Melanie E. H. Wise

Communications Professional

1640 9th Avenue ■ San Francisco, CA 94122 ■ 415.637.5999 voice ■ 415.759.9473 fax ■ melanie@WiseExposition.com

EXPERIENCE

Director of Services

Write It Well, Oakland CA, 2007 – Present

- Develop marketing strategy.
- Manage editing and writing projects.
- Write and edit a range of marketing and business documents for clients.
- Write and edit internal marketing and public relations documents for print and online delivery.
- Design and deliver sales presentations.
- Manage editors and design consultants.
- Direct academic book sales.
- Develop new curricula for texts, training programs and e-learning applications.
- Facilitate writing workshops and coaching sessions.
- Manage training programs and freelance trainers.

Copywriter & Technical Writer

Equinix, Foster City CA, 2008

Contract position. Worked closely with both the branding team and members of the sales team to create brochures, white papers and sales guides. Researched content, interviewed subject matter experts, wrote and edited compelling copy that made complex technical information easy for general audiences to grasp.

Copywriter

The Stewardship Council, San Mateo CA, 2007 – Present

Contract position. Work closely with the communications manager to develop messaging and content. Research topics and interview subjects and stakeholders. Write and edit public relations documents including quarterly newsletters, editorials, annual reports, web copy.

Editor

Hewlett-Packard, Cupertino CA, 2007

Contract position. Managed large project over several months, involving ten individual writers. Worked closely with the director of business operations and members of the worldwide presales team to create return on investment reports. Researched content, interviewed writers, rewrote and edited complex technical copy to improve messaging and correct errors.

Copywriter & Editor

The Imagineering Company, San Francisco CA, 1995 – 2007

Contract position. Worked closely with the creatives at this firm specializing in strategic messaging, concept development and copywriting. Projects included brochures, web copy, guides and other marketing pieces.

Principal: Writer, Editor, Business Writing Trainer & Coach

Wise Exposition, San Francisco CA, 1995 – Present

Write and edit a full range of documents including but not limited to: marketing collateral, newsletters, white papers, textbooks, reports, funding proposals, annual reports, instruction manuals, guidebooks, catalogues, letters, articles, press releases. Clients include high-tech and other corporations, nonprofits, small-to-medium businesses and educational institutions. Develop custom curriculum and facilitate writing workshops as well as one-on-one coaching programs for

participants in corporations, non-profits and educational institutions. Responsible for all aspects of small-business operations: marketing, sales, bookkeeping, project-management.

Senior Lecturer & Master Teacher

Department of English, San Francisco State University, 1995 – Present

Adjunct position. Develop curriculum and teach a range of composition, literature, critical thinking, and business communications courses. Mentor new faculty and graduate teaching associates. Evaluate peer faculty. Hiring committee member – 2 years.

SKILLS

- Highly effective and flexible writer – able to write across genres and adjust style and tone for different audiences.
- Highly skilled at developing written, oral and visual content to meet brand, marketing and public relations goals.
- Web savvy – skilled at using the web and email as marketing vehicles.
- Highly skilled, efficient editor and proofreader.
- Skilled technical writer – able to learn new technical concepts quickly and translate technical and/or academic content for general audiences.
- Strong working knowledge of MLA format, APA format and *The Chicago Manual of Style, 15th Edition*.
- Excellent verbal communication skills. Fifteen years experience presenting to and facilitating large groups and working one-on-one as a coach and mentor.
- Efficient project manager – able to set priorities; schedule and delegate tasks; organize and execute complex writing, design and training projects; meet deadlines; and juggle multiple projects while maintaining excellence.
- Team worker – able to lead or share responsibilities, delegate when needed, and communicate about goals.
- Skilled instructional designer – able to develop student/participant-centered content for live instruction, texts and online applications.
- Expert in all aspects of business/professional writing instruction.
- Strong theoretical and working knowledge of writing pedagogy.
- Strong working knowledge of Microsoft Office applications.
- Proficient in Adobe InDesign, Photoshop, Dreamweaver, and Acrobat Pro.
- Skilled researcher.
- Able to learn new software quickly.
- Trained in visual arts and communications.

SELECTED WRITING AND EDITING CLIENTS

Aspen Networks
Children's Day School
Dine Marketing
Droubi Real Estate
Education Finance Partners
Equinix
Hewlett-Packard
The Imagineering Company
Invient

LeapFrog Enterprises
Melinda May Illustration
Stewardship Council
Pilot Software
Public Affairs Office, SFSU
RSVP Vacations
San Francisco Urban Institute
South Bernal Action Alliance
VTech

WRITING SAMPLES

Click here to view writing samples:

<http://www.wisexposition.com/portfolio.shtml>

REFERENCES

Natasha Terk

President

Write It Well

(510) 655-6477

natashaterk@writeitwell.com

Lauren Volpi

Brand Program Manager, North America

Equinix

(650) 513-7214

lvolpi@equinix.com

Bronwyn Hogan

Communications Manager

The Stewardship Council

(650) 401-2155

BHogan@stewardshipcouncil.org

Craig Pampeyan

Director, Business Operations

Worldwide Presales

Hewlett-Packard

(408) 447-6283

pampeyan@hp.com

Elise Wormuth

Associate Dean

College of Humanities

San Francisco State University

(415) 338-7440

earthman@sfsu.edu

EDUCATION

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| 1995 | MA in English: Literature
San Francisco State University, San Francisco, CA |
| 1995 | Certificate in the Teaching of Composition
San Francisco State University, San Francisco, CA |
| 1988 | BFA in Sculpture with minors in English and Art History
Virginia Commonwealth University, Richmond, VA |
| 1986 | Studies Abroad Program in Art
University of Georgia, Cortona, Italy |