

NANCY HOGAN

23632 Highway 99, Box F-135
Edmonds, Washington 98026
206-605-3668 office
nancy@NancyEdits.net

SUMMARY

Editor, proofreader, and wordsmith with over 20 years of business experience and expertise. Invaluable depth and range of practical know-how in business-to-business advertising, collateral development, client relationships, e-commerce, marketing, promotion, publishing, trade show production/meeting planning, fund raising, sales success, and working on the web.

More information is available at [LinkedIn](#), [Biznik](#), [Facebook](#) and [Twitter](#).

TECHNICAL SKILLS

Chicago Manual of Style; Copyeditor's Handbook; AP Stylebook; Gregg Reference Manual; Publication Manual of the American Psychological Association; Microsoft Word (including Track Changes), Excel and Outlook; basic HTML; online content and search; Salesforce.com; general medical terminology; thorough understanding of printing and finishing processes.

WORK HISTORY

Sole Proprietor – NancyEdits – Seattle and Lynnwood, 2008 to present

- Freelance and contract editor, proofreader, and wordsmith for semi-technical content; business and marketing documents; web content; medical marketing; feature and non-fiction writing.

Part-time business manager – for trainer Gary C. Neill – Lynnwood, 2008 to present

- Develop tracking and procedures for auto technicians being tested to certify they can repair auto emissions systems, as required by the Washington State Department of Ecology.

Contract Marketing Specialist – Digital Railroad, Inc. – Seattle, 2007

- Edited and proofread copy used in marketing collateral, online content, and e-mail campaigns.
- Updated copy weekly for events web page, listing both company-hosted and general photography industry events; formatted new copy to reflect company style guide.
- Co-wrote and helped to successfully implement plans for six small special events in 12 weeks.
- Created real-time document to track event-planning milestones within internal website.
- Wrote a brief call guide to inform customers about seasonal promotional offers.
- Conducted competitive advertising analysis; compared media buy rates for budget forecasts.

Account Executive — Esurg Corporation, Inc. — Seattle, 2004 to 2007

- Worked with team to develop and successfully implement Esurg's first inside sales group.
- Co-authored first outbound-sales telephone call guide and other training documents.
- Wrote, co-wrote, and edited sales prospect and customer e-mails and letters for team.

Sales & Service Consultant — Getty Images, Inc. — Seattle, 1999 to 2003

- Offered e-commerce sales and service support to help creative, editorial, and advertising professionals license royalty-free and rights-managed imagery, font and clip-art libraries.
- Awarded one of six mentorships in 2000 to address training needs for new hires.
- Helped reduce costs by cross-training consultants and updating training documents.

Events/Marketing Coordinator — Camp Fire Boys & Girls — Seattle, 1998/1999

Contract Teams Recruiter — Northwest AIDS Foundation — Seattle, 1998

- Planned and executed special events to raise funds, always meeting or exceeding goal.
- Co-wrote and edited presentations, speeches, promotional and special events copy.

Sales Representative — Unicraft; Printing Control; Ronographics — Seattle, 1987 to 1998

- Succeeded as printing consultant, consistently meeting clients' time, budget, and quality targets.
- Provided complete range of pre-press services; multi-color sheet-fed and web offset printing; specialty finishing such as embossing/foiling and container/packaging solutions.

Publications Coordinator — Electronic Conventions, Inc. — Los Angeles, 1982 to 1987

- Served as graphic design supervisor, copywriter, editor, and associate publisher for up to 50 annual publications for electronics trade shows, including pre-show programs; keynote luncheon brochures; technical seminars schedule; and at-show newspapers with live content.

EDUCATION

- **University of Washington Extension — EDITING CERTIFICATE PROGRAM**
Nine-month program designed to quantify and update both the technical knowledge and collaborative skills needed to succeed as an editor; studied both online and print content.
- **University of Southern California — CERTIFICATE OF MANAGEMENT EFFECTIVENESS**
Nine-month, multi-discipline program offered by the USC Graduate School of Business Administration. Study areas included accounting and finance, business communication, business law, marketing, human resources, strategic planning, and business plan writing.
- **Long Beach City College, California — ASSOCIATE OF ARTS WITH HONORS**
English and broadcast communications majors.