

career summary

- Award-winning author with long-term experience in writing for print, online, social media, live, and radio audiences; as well as development of marketing and educational materials, public information campaign support, project documentation, proposals, scripts, and direct mail pieces
- Public relations veteran, developing and implementing numerous campaigns, working with diverse stakeholders and multiple media to protect area lakes, raise funds for non-profits, and promote the arts
- Experienced planner, originator of a model timeline for project management, successfully integrating creative interplay with fiscal responsibility and timeliness, working effectively in a mix of independent tasks and group process.
- Trained fundraiser and successful grant-writer, generating income from public agencies, private foundations and corporations, with proposals recommended as models for other grantseekers.

selected accomplishments - writing

- 2008 to present Freelance copywriter working with advertising agencies, national associations, and healthcare clients to provide content for consumer communications, B2B communications, and marketing campaigns. Materials developed include educational resource guides, healthcare content, educational materials, physician-to-physician newsletters, landing pages, marketing emails, and sell sheets.
- Freelance writer generating timely, focused online content for healthcare, personal finance, green building, international business management, and career websites, serving general audiences, management, and employees with meticulously researched, one-of-a-kind articles.
- Independent arts writer for the Overture Center's OnStage Resource Guide; covering play licensing issues, arts education, and other issues for *DramaBiz*, a national publication, and other online sites.
- Authored online tutorials for undergraduate and graduate level students covering business ratios, management, cultural awareness, and professional nursing issues.
- 2000 to 2008 Freelance writer for *PharmacyWeek*, a print and online publication serving pharmacists throughout the United States and abroad.
- Developed a unique voice for editorial content, building on the publication's brand as the key resource for pharmacy career information.
 - Authored two 400-word articles on work-life topics in 43 issues annually, consistently delivering work error-free and ahead of deadlines, generating increased trade show traffic and requests for reprints.
- 1985 to present TAPIT/new works, a performing arts organization dedicated to artistic innovation and community connection
- Crafted promotional materials (press kits, brochures, e-mail alerts) for multiple projects, increasing sales, and raising organizational profile in national and international markets.
 - Award-winning author of 36 produced plays.
- 2000 – 2002 Preschool of the Arts
- Wrote focused support materials to help non-profit school meet Modified Capital Campaign goals.
- 1990 – 2000 Yahara-Monona Information & Education Campaign
- Developed flyers, brochures, handouts, presentation and training materials to raise awareness of water pollution issues, on topics from boating safety to construction site erosion control.
 - Researched, developed format and wrote booklet for "Environmental Assets," a program designed to find the common ground between business and the environment.
- 1990 Wisconsin Alliance for Arts Education
- Editor and author for "Arts Expressions," a monthly newsletter.
- 1984 – 85 ACUCA (now APAP) the national organization of performing arts presenters
- Editor and author for "The Bulletin," a newsletter combining articles by staff and practitioners.

1978 – 80 General assignment reporter in Seneca, South Carolina and Port Jefferson, New York.

planning/project management

1985 to present TAPIT/new works, a performing arts organization dedicated to artistic innovation and community connection.

- Developed a model timeline for project management, successfully integrating creative interplay with fiscal responsibility and timeliness.
- Developed, produced and performed 34 new plays, 15 tap and jazz music performances and 10 works for young audiences while touring throughout the United States and abroad; conducted 24 residencies and developed a model residency format.

1990 – 2000 Yahara-Monona Information & Education Campaign

- Designed and implemented this multi-year, multi-media campaign raising public awareness of water pollution issues, working with diverse stakeholders and multiple media to protect area lakes.
- Aggressively pursued a new look in television public service announcements and brochures by working with marketing professionals, drafting copy and producing material to reach consumers.
- Developed and coordinated innovative ways to raise awareness of water quality issues, including pontoon boat and bike tour guides with water quality improvement tips, the “Run-Off Run,” storm drain stenciling and school presentations featuring a giant water drop.
- Created and coordinated Yahara Lakes Week.

fundraising

1985 to present TAPIT/new works

- Successful grant-writing generated 18% of the organization's budget from public agencies, private foundations and corporations, with proposals recommended as models for other grantseekers.
- Coordinated direct mail campaigns bringing in 9% of the organization's budget.

1985 – 88 Development Director, WORT-FM

- Planned and coordinated all fundraising activities, including direct mail and on-air fund drives, as development director of listener-sponsored community radio, in Madison, Wisconsin.

awards

Honorable Mention, National New Works of Merit, 2016
Finalist, Shakespeare's Sister Playwriting Fellowship, 2015
Wisconsin Arts Board Literary Arts Fellowship, 2010.
Council of Wisconsin Writers Drama Award 2006, 2003, 2000.
Finalist, Yukon Pacific New Play Award, Edward Albee Theater Conference, Valdez, Alaska; 1999.

education & training

Masters in Business in Arts Administration, University of Wisconsin, Madison; 1985.
Graduated with Distinction, B.A.s in Journalism & Comparative Literature, University of Wisconsin, Madison; 1978.
Attended Institute of European Studies in Paris, France; 1977.

associations

National Advisory Board, Last Frontier Theater Conference; 2008 to present.
Member Board of Directors, Barrymore Theatre, Madison, Wisconsin; 1993 to present.
Member, Overture Foundation Advisory Council; 1998.
Wisconsin Arts Board Panelist: Planning Advisory Committee, 1989-1992; Grant Support, 1992.
Dane Arts Panelist, 2014.
Theatre Communications Group.
Dramatists Guild.