

AMY PICKETT

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QUALIFICATIONS SUMMARY: Over ten years of professional experience involving writing and communications for diverse audiences. Experienced problem solver, project manager and creative thinker.

PROFESSIONAL EXPERIENCE

Copywriting, Freelance Writing

Freelance Writer/Project Manager, St. Paul, Minnesota, 8/07 – Present

- Currently write, proofread and edit Web site, marketing e-mail, brochure and newsletter copy for a variety of clients.

Key Accomplishments: Helping clients identify and reach marketing and traffic goals with original copy and re-branding.

Skills Developed: Working independently and with teams to accomplish client objectives and meet deadlines.

Copywriter, MarketSense, Burr Ridge, Illinois, 9/05 – 7/07

- Wrote, proofread and edited ad copy, newsletter and feature articles, press releases, brochures, direct mail, e-mail, branding materials and Web site content for integrated marketing and advertising firm.

- Concepted with Art Directors, Designers, Copywriters and Account Managers on branding, marketing and messaging strategies for multiple audiences through both interactive and traditional media.

- Worked on projects for a variety of B-to-B and B-to-C clients, including: Anvil International, Bohler Uddeholm, Closet Organizing Systems, CrossCom National, Enginex Environmental Engineering, ETS-Lindgren, Gravograph, Inventix Manufacturing, Media Recovery, Micropump, Original Smith Printing, Sealy Contract, SET Environmental, the Institute of Tribology and Coatings, Thomas C. Wilson, Union Metal and Zellmark.

Key Accomplishments: Collaborated on strategic naming and branding concepts for clients from diverse industries. Helped to successfully increase traffic to new and redesigned client Web sites.

Skills Developed: Working on teams to accomplish client goals. Problem solving, creative writing and concepting. Presenting work to internal and external audiences. Conducting interviews for press releases and feature articles. Working on multiple projects simultaneously while setting priorities and meeting deadlines successfully.

Freelance Writer/Event Coordinator, MK Communications, Chicago, Illinois, 4/05 – 8/05

- Managed client projects, coordinated communications plans and strategies, wrote press releases, newsletter and feature articles, made press calls, and organized events for public relations firm in Chicago.

- Clients included the Chicago Housing Authority, Human Rights Watch, Leadership Council for Metropolitan Open Communities (LCMOC), Local Initiatives Support Corporation (LISC), Neighborhood Housing Services (NHS), the City of Chicago Department of Housing (DOH) and Department of Environment, the Historic Chicago Bungalow Initiative and the MacArthur Foundation.

Key Accomplishments: Assisted with successful New Communities Program event, including writing talking points for key speakers sharing podium with mayor. Proactively placed multiple stories on CHA and the DOH in accordance with strategic communications plans' goals. Helped organize and coordinate stakeholder breakfast for City of Chicago Department of Housing TaxSmart program.

Skills Developed: Writing, editing and placing press releases. Interviewing stakeholders and members of the public for press releases and feature articles. Obtaining sign-off approval from contributors and clients on article content. Contributing to discussions on client messaging strategies. Working on multiple projects simultaneously while setting priorities and meeting deadlines successfully.

Copywriter, Circle/HAVAS, San Francisco, California, 12/99 - 4/01

- Concepted, wrote and edited ads and Web content as well as direct marketing materials, marketing strategy documents, press releases and RFP/business proposals for interactive marketing and advertising firm.

- Worked on projects for a variety of B-to-B and B-to-C clients, including: America Online, Datek Online (acquired by TD AMERITRADE), Eve.com, HP, Mainsoft, Office Depot and *The San Francisco Examiner*.

Key Accomplishments: Served as co-supervisor of creative team during six-month search for permanent Creative Director. Successfully pitched creative concepts to potential clients, helping to win new business worth several hundred thousand dollars.

Skills Developed: Conducting reviews of employees and interviewing job candidates. Presenting work for internal and external audiences. Facilitating creative brainstorming sessions. Working on multiple projects, meeting deadlines and setting priorities.

Teaching, Arts Education

English Teacher, New York City Department of Education, New York, New York, 6/02 – 1/05

- Teacher of English literature, literacy, test prep and writing in New York City urban public high schools for diverse groups of students with a wide variety of reading and writing levels.

Key Accomplishments: Began teaching as part of competitive NYC Teaching Fellows Program/Americorps that accepted 1 in 5 applicants. Developed original curriculum in accordance with state standards in the subjects of Ancient Literature, International Literature, Poetry, Playwriting, Fiction Writing, Test Preparation as well as Debate. Successfully completed master's degree while teaching full-time.

Skills Developed: Facilitating communication among diverse student population on a range of complex subject matter. Communicating and collaborating with students, their families and fellow staff members on effective learning strategies for successful outcomes.

Artist-In-Residence/Marketing Coordinator, Opera Piccola, Oakland, California, 8/01 – 1/02

- Taught Poetry and Writing classes as Artist-In-Residence at two public high schools through nonprofit arts organization working with 9th and 12th grade classes.

- Assisted Artistic Director with marketing and coordinating of seasonal performances.

Key Accomplishments: Successfully organized two student performances of 9th and 12th graders with the majority of students participating. Edited two poetry anthologies of original student work.

Skills Developed: Facilitating communication, creative collaboration and constructive participation among diverse student population.

Resident Substitute Teacher/Script Writer, Garfield Charter School, Menlo Park, California, 9/98 - 8/99

- While completing Master's thesis, served as Resident Substitute at K-8 public charter school.

Key Accomplishments: Wrote three original scripts for performing arts program. Created original curriculum for Poetry elective as well as summer school for 7th and 8th graders.

Skills Developed: Assisting School Director with grantwriting projects. Quickly adapting to multiple and varied classroom environments.

Artist Facilitator, Community Works, Berkeley and Richmond, California, spring semesters 1998 – 1999

- Developed original curriculum and taught students in urban public high school how to conduct interviews and write essays about their own oral history research.

Key Accomplishments: Compiled and edited student writings for "Rosie the Riveter" museum exhibition text at the Richmond Art Center in Richmond, California in conjunction with city memorial honoring local "Rosies".

Skills Developed: Facilitating communication, creative collaboration and constructive participation among diverse student population and community members.

Humanities Instructor, New College of California, San Francisco, California, spring semester 1998

- Co-taught and developed curriculum for two undergraduate courses in Humanities at private college as part of graduate teaching fellowship.

Key Accomplishments: Won graduate teaching fellowship through competitive process. Developed original curriculum.

Skills Developed: Facilitating conversations among diverse student body on complex issues. Collaborating with fellow co-teachers on curriculum and in-seminar presentations.

EDUCATION

M.A. in Secondary English Education

September 2002 - December 2004, Brooklyn College, Brooklyn, New York; G.P.A.: 3.9/4.0

M.A. in Poetics (a specialized English degree)

September 1996 - June 2000, New College of California, San Francisco; G.P.A.: 3.9/4.0

B.A., double major in African American Studies and Women's Studies

September 1989 - December 1992, University of Wisconsin at Madison; G.P.A.: 3.6/4.0