

# KAREN A. MARLEY

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## SKILLS

- Versatile writer specializing in long copy.
- Familiarity with education and how people absorb information.
- Able to communicate ideas effectively and concisely.
- Experience with project development.

## ACCOMPLISHMENTS

- Wrote winning award submission for Rochester's Business Ethics award.
- Increased PR exposure and visibility for clients as a direct result of press releases, business-to-business letters and websites.
- Launched and edited a downtown revitalization newsletter which generated income for non-profit client in two years.
- Helmed Turtle Bay Exploration Park's efforts in applying for and winning California's Waste Reduction of the Year Award from the state's Department of Integrated Waste Management.

## EXPERIENCE/ CLIENT LIST

### **Viva Downtown: A Mainstreet Organization**

#### ***Editor, Downtown Spotlight* • 2001 – 2003**

- Collaborated with Executive Director and Graphic Designer to define target audience, goals, style, and voice for *Downtown Spotlight*, a full-color, glossy, 8-page publication.
- Coordinated with Organization Committee and Graphic Designer to develop newsletter identity with regular features, consistent layout, and appropriate content to inspire readers to support their downtown.
- Contributed articles, filler text, and sidebars in addition to editing all aspects of the newsletter.

### **Turtle Bay Exploration Park**

#### ***Education Specialist/Chair of EcoLogic Committee* • 1999 – 2003**

- Successful grant writer.
- Created copy for the museum's education program including calendar copy, press releases, and education materials.
- Developed and wrote Turtle Bay's *Environmental Policy Statement*.
- Oversaw the execution of a Museum Youth Initiative Program (a teen volunteer program) that included writing reports, website content, newsletter, and other printed educational materials.

### **Regular Contributor**

- *Central New York Environment*: A regional publication highlighting ideas, research and actions pertaining to the environment and furthering ecological understanding.
- *Shasta Parent*: A regional publication covering Northern California. Contributed articles on sustainable living, healthy lifestyles, and education.

### **Other**

- *A Wine Party, Inc.*: press release.
- *Blue Knight Windsor Chair*: website copy and brochure.
- *Business Strategies Magazine*: feature article (front cover).
- *By the Basketful*: marketing letters
- *CE-Technologies*: website rewrite and folder insert.
- *Dave Baxter Realty*: copy for series of direct mail cards targeting home sellers.
- *Edward Jones, Kelly Olczak Financial Advisor*: professional biography
- *Rochester Freenet*: press release.
- *Hidden Valley Ranch, CA*: information/education letter on trail system for high-end real estate development, targeting current and potential residents.
- *JR Language Services*: business-to-business marketing letter.
- *Knit One Scrapbook Too*: copy for brochure.
- *Midnight Janitorial*: ethics award binder, business biography, press release.
- *Museum of Science & Technology (MOST)*: contributed to website content, newsletter, grants, and wrote text for direct mail targeting schools for a new exhibit.
- *Nothnagle Realty*: marketing letter.
- *P.E.E.L. Transformations*: business biography for magazine advertisement.

- *Pinpoint Positioning, School World*: corporate brochure, Web site, and sell sheets.
- *SalesSense Solutions*: Business-to-business marketing letters
- *See It All 360*: press release.
- *The Storylady*: copy for brochure.
- *Volpe & Associates*: press releases.
- *Whitney East Inc.*: project descriptions/sell sheets.
- *Working Art Media*: business biography for magazine advertisement.

**EDUCATION**

<i>State University of New York, College of Environmental Science and Forestry, Syracuse, NY</i>	
Master of Science, Environmental Science	1998
<i>University of California, Irvine, CA</i>	
Bachelor of Arts, Political Science	1993
<i>Universite des Etudes Politique, Grenoble, France</i>	
UC Irvine Education Abroad Program	1991 – 1992