

☪ Jennifer A. McGuiggan ☪

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Accomplished, detail-oriented professional writer and editor with experience developing communication pieces in a variety of print and electronic formats, including:

- Articles
 - Newsletters
 - Website content
 - Blogs
 - Book manuscripts
 - Marketing collateral
 - Press releases
 - Taglines
 - Ads
 - Video scripts
 - Technical materials
- Uniquely skilled in “big picture” strategic brainstorming and “nitty-gritty” tactical implementation
 - Education and experience in business, technology, non-profits, education, travel, and the arts
 - Comfortable working with, and writing for, a wide range of constituents and audiences
 - Strong project management skills
 - Inquisitive mind with excellent research skills
 - Entrepreneurial spirit dedicated to excellence
 - Quick learner
 - Experienced in translating technical concepts into “plain English” and serving as a liaison among IT staff, communication professionals, and management

Education: Grove City College, BA, English (High Honors) with Communication Auxiliary (theater emphasis), *magna cum laude*

Memberships:

- Past Member, International Association of Business Communicators
- Past Professional Service Provider Member, National Speakers Association, Pittsburgh Chapter

Portfolio: Examples available online at www.thewordcellar.com; additional samples available upon request

Credentials:

August 2003 – Present: Owner, Freelance Writer and Editor, The Word Cellar, Greensburg, PA (www.thewordcellar.com)

- Consistently meet deadlines while delivering top-quality material for diverse client base
- Write copy for websites, newsletters, press releases, articles, ads, handbooks, and video scripts for businesses and non-profit groups
- Edit articles, dissertations, and book/e-book manuscripts for content, grammar, style, clarity, and consistency
- Sample client testimonial: “*You are awesome! Not only are you good at what you do, but you are professional. You told me when to expect the final copy and you delivered.*” – Patty Kreamer of Kreamer Connect, on her second book, *The Power of Simplicity*

January 2001 –June 2006: Coordinator, Electronic Communications, Seton Hill University’s E-Magnify center for women entrepreneurs, Greensburg, PA (www.e-magnify.com)

- Efforts to create a high-quality, content rich website resulted in a featured website recommendation in Harvard Business School's HBS Working Knowledge newsletter (January 2004)
- Lead strategic direction and tactical implementation for website initiatives, including marketing efforts and creation of marketing materials
- Collaborate with external marketing firm and internal communications team on brand identity and renaming campaign
- Initiate and grow strategic partnerships with resource partners, small business owners, and corporations
- Serve as liaison for creative, management, and technical teams to maintain strong online presence and implement website vision to be a significant resource for small business owners
- Write website copy, feature articles, and regular electronic newsletter
- Implement online educational components such as webinars
- Manage all website content, including editing hundreds of articles from dozens of writers
- Monitor content effectiveness specific to website's objectives and implement changes as needed
- Executed a successful reciprocal linking campaign at no hard cost that resulted in numerous partnership, wider visibility, and higher Google page rankings
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October 1999 – January 2001: Support Staff, Language Technologies Institute, Carnegie Mellon University, Pittsburgh, PA

- Wrote, edit, and designed promotional and informational materials
- Proofread highly technical National Science Foundation grant applications for grammar, clarity, and consistency
- Monitored and updated portions of department website, ensuring accuracy of information
- Coordinated and organized written material for confidential faculty reappointment and promotion reviews

September 1998 – August 1999: Coordinator, Christian Kitchen, Waltham Forest YMCA, London, England

- Managed project of 200+ volunteers, ensuring that 60 homeless clients received nightly meals
- Created quarterly newsletter to inform and motivate program volunteers
- Served as Public Relations representative, providing information to individuals, organizations, and the media
- Created the program's first comprehensive policy and procedure manual

Additional Experience:

Office Assistant, National Council of YMCA, London, England

- Worked with Income Administration Department, using Raiser's Edge to enter and update records

Visiting Classroom Facilitator, Youth for Christ, London, England

- Assisted with classroom lessons, guiding discussions and encouraging thoughtful interaction among students

Fundraising Chair and Service Chair, *Theta Alpha Pi* Sorority, Grove City College, Grove City, PA

Public Relations/News: Junior & Senior Chairs, Grove City College Parents' Weekend

Internal Public Relations, Grove City College Speech and Debate Team