

LINDA HOLDERNESS

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[www.lhwriter.com](http://www.lhwriter.com)

Independent journalist will write, edit and publish professional materials for businesses

**BRIEF SUMMARY:**

- Professional writing and editing experience
  - newspaper and magazine editing, copy editing, article writing
  - public information, political and media campaigns
  - engineering, construction and public works writing
  - technical documentation writing
  - website writing and editing
- Winner of three professional writing awards
- Exceptional ability to transform complex information into accurate, clear language
- Precise grammar skills; expert in AP Style and other style protocols

**EDUCATION:**

California Teaching Credentials, Secondary English and K-8

Chapman University, Sacramento, California

Master of Arts, Health Studies/Community Health Education

California State University, Sacramento, California

Bachelor of Science, Journalism/Business Administration

University of Maryland, College Park, Maryland

**WORK EXPERIENCE:**

**Senior Communications Specialist (2008-2011):** Handled all communications responsibilities on issues related to state workers for the Association of California State Supervisors, representing 7,000 state management employees. Redesigned and upgraded website (and tripled traffic), managed site and wrote blog; researched, wrote, edited and designed magazines and newsletters; wrote information materials, press releases, correspondence; created ads, brochures, posters. (See newsletters and magazines at [www.acssonline.org](http://www.acssonline.org); click on “Newsroom” tab. Items under “Today’s Supervisor” and “ACSS Newsletter” are my work.)

**Owner, professional writing and editing service (1996-2008, 2011-present)**

**Public Relations Consultant:** Developed, edited and designed information materials for governments, organizations, businesses and political campaigns; wrote newspaper and magazine articles; edited California Student Aid Commission's guides to college financing; wrote and edited medical curriculum and three medical books for a local publishing company; wrote copy for Gov. Wilson's mentor program; wrote newspaper columns and outreach materials for Folsom light rail; wrote eight winning contest entries, similar to grants, for the city of Folsom.

**Newsletter Editor (1997-2008):** Founded and edited a popular community newsletter for the city of Folsom (10 issues a year/circulation 27,000). Worked with content experts on articles ranging from land-use, public works and planning issues to light features. Five surveys named this newsletter residents' favorite information source. Won award from Sacramento International Association of Business Communicators. (See copies at [www.folsom.ca.us](http://www.folsom.ca.us); click "Folsom Newsletter" at left; issues through 2007 are mine.)

**Bridge Information Officer (1997-2000):** For the city of Folsom, handled public information as the city built two new bridges. Wrote nearly 200 newspaper columns and magazine articles; generated extensive positive media coverage; developed a popular construction website; created exhibits and interpretive plaques. Was frequently complimented by engineers on ability to master technical information and make it readable. This public relations effort for the Lake Natoma Crossing built solid community support for what had been a controversial project.

**Technical Writer (1996):** Wrote software and training documentation for Intel, Folsom; produced technical guides, training manuals, brochures, reference cards, online help.

**High School English Teacher (1995-1996):** Taught high school juniors. Through class project, one of my students was a winner in Sacramento Bee's Design-An-Ad contest.

**Newspaper Journalist (1982-1996):** For Sacramento Bee/McClatchy Newspapers:

**McClatchy News Service Night Editor (1990-1996):** Edited copy from all company-owned papers and transmitted to national clients; supervised two copy editors.

**Magazine Editor (1985 and 1987-1990):** Wrote, edited and designed McClatchy Newspapers' national corporate magazine. Won two awards from the Sacramento IABC. Wrote and edited first two annual reports after McClatchy went public in 1987.

**Editor and Reporter (1982-1984; 1986-1987):** Features copy editor for Sacramento Bee; editor of two Neighbors (community news) sections, supervising two reporters; reporter and copy editor for Neighbors covering governments, police, features.