

## **LINDA HOLDERNESS**

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www.LHwriter.com

### **QUALIFICATIONS:**

- Experience that includes:
  - technical writing
  - newspaper and magazine writing, editing, copyediting
  - public information and media campaigns
  - website writing and blogging
- Winner of three professional writing awards
- Exceptional ability to translate complex information into accurate, clear language
- Expert in grammar, AP Style and other style protocols
- Experienced on both Mac and PC in InDesign, Photoshop, Word, Powerpoint, ConstantContact, MailChimp, Excel, Adobe Illustrator, Weebly, WordPress and others

### **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:**

**Freelance journalist** (current): Ghost-blog for medical and dental websites; write articles for local magazines and newspapers; produce press releases, eblasts, brochures and other written materials for local organizations and businesses, including the Folsom Symphony. Teach a weekly memoir-writing class for seniors.

**Senior Communications Specialist** (2008-2011): For Association of California State Supervisors, handled all communications responsibilities: published magazines and newsletter;s redesigned and managed website and blog (and triple traffic); created variety of information materials; managed press relations; helped produce quarterly statewide meetings

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

**Newsletter Editor** (1997-2007): Founded popular monthly community newsletter for City of Folsom (circulation 27,000). Planned, wrote, edited, designed this four-color publication; handled printing and mailing. The newsletter was a huge hit with the community: Five surveys showed more than 85 percent readership. Won award from Sacramento International Association of Business Communicators.

**Public Relations Consultant** (1996-2008): Wrote, edited and designed information materials for governments, organizations, businesses and political campaigns; wrote freelance newspaper and magazine articles. For three years, edited the California Student Aid Commission's guides to college financing. For six years, wrote and edited nursing curriculum and three medical books for a Rancho Cordova publishing company. For a Sacramento public relations firm, wrote copy for Gov. Pete Wilson's mentor program. Worked with The Hoyt Co. on public outreach for the Folsom light rail project. Wrote eight winning contest entries, similar to grants, for the City of Folsom.

**Folsom Information Officer** (1997-2000): Handled public information responsibilities as city built two bridges. Wrote nearly 200 articles, including weekly newspaper columns. Developed and maintained bridge construction website that was popular with engineers; served as project ombudsman; conducted tours and forums; created interpretive and information plaques. Was frequently complimented by engineers on ability to master technical material and make it accessible to the public. Public relations effort succeeded in building community support for what had been a controversial project.

**Technical writing:**

Wrote software and training documentation for Intel Corporation in Folsom (1996)

**Newspaper journalism:**

Worked in several positions at The Sacramento Bee/McClatchy Newspapers (1982-2006):

**McClatchy News Service Night Editor:** Edited news, features, sports copy from all company-owned papers and disseminated to national clients; supervised night copy editors. (1990-1996)

**Corporate Magazine Editor:** Planned, wrote, edited and designed McClatchy Newspapers' bimonthly national corporate magazine; handled printing and mailing. Won two writing awards from Sacramento IABC. Also wrote and edited company's first two annual reports after going public in 1987 (1985 and 1987-1990)

**Newspaper Editor and Reporter:** As a Bee features copy editor, edited stories and wire copy, wrote headlines, supervised production for several newspaper sections. As a Neighbors (community section) editor, edited two regional issues, supervised two reporters. As a reporter, covered several city and county governments and police departments and wrote features. (1982-1984; 1986-1987)