

LINDA HOLDERNESS

Broadstone Area, Folsom, California
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Independent journalist/editor with wide knowledge of Folsom history and current events seeks writing/editing/publishing projects of interests to city residents

QUALIFICATIONS:

- Experience:
 - newspaper, magazine and website writing and copyediting
 - book editing and publishing
 - technical writing
- Winner of three local professional writing awards
- Exceptional ability to translate complex information into readable language
- Expert in grammar and AP Style
- Experienced in InDesign, Photoshop, Word, Powerpoint, Excel and others

EDUCATION:

California Teaching Credential, Secondary English
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 (2011-current): Write for local magazines, newspapers and websites; produce press releases, eblasts, brochures and other written materials for local businesses, campaigns and nonprofits; edit/publish books on Amazon for local writers. Teach weekly memoir-writing class for seniors and publish anthologies of their work.

Senior Communications Specialist (2008-2011): For Association of California State Supervisors, handled all communication responsibilities: edited/published magazines and newsletters; redesigned and managed website (tripled traffic); created information materials; managed press relations; helped produce quarterly statewide meetings.

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

Newsletter Editor (1997-2008): Founded popular monthly community newsletter for city of Folsom (circulation 27,000): Planned, wrote, edited, designed this four-color publication; handled printing and mailing. Newsletter was a 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 the city of Folsom, the Folsom Cordova Unified School District, nonprofit organizations, businesses and political campaigns; part-time contract staff writer for Folsom Life newspaper; wrote freelance newspaper and magazine articles. For three years, edited the California Student Aid Commission's guides to college financing. For six years, wrote nursing curriculum and edited 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 on public outreach for Folsom light rail project. Wrote eight winning contest entries, similar to grants, for the city of Folsom.

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

Technical writing:

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

Newspaper journalism:

Held several positions at The Sacramento Bee/McClatchy Newspapers:

- **McClatchy News Service Night Editor** (1990-1996): Edited news, features from all company papers and disseminated to national clients; supervised copy editors.
- **Corporate Magazine Editor** (1985 and 1987-1990): Planned, wrote, edited and designed McClatchy Newspapers' bimonthly national corporate magazine; won two writing awards from Sacramento IABC. Wrote company's first two annual reports after going public in 1987.
- **Newspaper Editor and Reporter** (1982-1984; 1986-1987): As Bee features copy editor, edited stories, wrote headlines, laid out pages, supervised production for several feature sections. As a Neighbors (community section) editor, edited two regional issues, supervised two reporters. As a reporter, covered South Placer County and three city governments and wrote features.