

# LINDA HOLDERNESS

Broadstone Area, Folsom, California  
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Experienced independent journalist/editor seeks freelance projects that demand expert writing, editing and publishing skills with a readable, folksy touch

## 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 Credentials, Secondary English & 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): 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:** 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.

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

**Newsletter Editor:** Founded the monthly City of Folsom Newsletter (circulation 27,000+): For 11 years, wrote, edited and published this four-color publication. Newsletter was a hit with the community: Five surveys showed nearly 90 percent readership/approval. Won communications award.

**Public Relations Consultant:** Wrote, edited and designed information materials for the city of Folsom, the Folsom Cordova Unified School District, nonprofit organizations, businesses and political campaigns; helped found and wrote 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. Wrote a white paper for Gov. Pete Wilson and the copy for his 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:** Handled public information responsibilities for three years as the city built two bridges. Wrote nearly 200 articles, including weekly newspaper columns in the Folsom Telegraph. Developed project website lauded by engineers; conducted tours and forums; created interpretive plaques and displays. Was frequently complimented on ability to master technical material and convert it to accurate, readable language. This 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.

### **Newspaper journalism:**

Held several positions at The Sacramento Bee/McClatchy Newspapers:

- **McClatchy News Service Night Editor:** Edited news, features from all company papers and disseminated to national clients; supervised copy editors.
- **Corporate Magazine Editor:** 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:** As Bee features copy editor, edited stories, wrote headlines, laid out pages. As a Neighbors section editor, edited two regional issues, supervised two reporters. As a reporter, covered four city governments and wrote features. Also wrote and reported for the Mountain Democrat of Placerville.