

Maura Kate Hallam

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Summary

A focused, detail-oriented writer, editor and photographer with more than a dozen years of professional experience in a number of disciplines. This experience includes print and online marketing and direct mail copywriting, public relations, technical writing, feature writing and interviews, editing and copyediting technical and non-technical publications and documents, as well as editorial management and coordination.

Professional Experience

Publications Coordinator

September 2007–Present

Multicare Health System Tacoma, WA

External publications coordinator, writer, and editor for large health care system.

- Manage the production of quarterly community magazine sent to more than 200,000 households, including creating editorial calendar, coordinating writing assignments, scheduling photo shoots, conducting interviews with subject matter experts, writing and editing articles, and serving as primary contact for photographers, writers, and layout/design vendor.
- Manage the production of monthly physician newsletter sent out in both print and email formats to more than 1,000 physicians, including creating editorial calendar, conducting interviews with subject matter experts, writing and editing articles, overseeing layout and production, and posting articles online.
- Manage the production of quarterly foundation newsletter, including coordinating writing assignments, scheduling photo shoots, conducting interviews, writing and editing articles, and serving as primary contact for photographers and layout/design contractor.
- Write and edit content for Web site, brochures, patient letters, advertisements, and other collateral materials.
- Serve as marketing department's editor for all written materials.

Freelance Writer/Owner

Hallam Creative Services Bremerton, WA

February 2004–Present

Client/Project Highlights:

- **The Language Educator**—Ongoing writing, general interest features for foreign language education professionals.
- **Discover U**—Developed and teach business writing course to continuing education students.
- **Woodburn Designs**—Writing direct mail and Web site content.
- **Harrison Medical Center**—Health/medical-related feature writing.
- **Benelogic, LLC** (online benefits administration)—Ongoing marketing writing, including case studies, Web site content and ghost writing.
- **Lineberry Kenney** (law firm)—Public relations and marketing writing projects, including news releases and ghost writing of feature articles.
- **Kitsap Arts and Crafts**—Manage publicity, marketing, and advertising for annual arts and crafts festival, including drafting and distributing news releases, coordinating display advertising, and media relations.
- **WestSound Home and Garden Magazine**—Writing, home and garden/lifestyle-related features.
- **Kitsap Peninsula Business Journal**—Writing, health and business-related features. Some photography.
- **Wagner Family Chiropractic Center**—Coordinated publicity for fundraising dinner, including drafting and distributing news releases and soliciting raffle prize donations.
- **Kitsap Economic Development Council**—News release and Web site content writing.
- **Paladin Data Systems/Interlocking Software** (software development and sales)—Marketing and public relations writing and editing projects, including developing marketing, PR, and sales materials; crafting direct mail campaign content; creating Web site and brochure content; managing ongoing PR calendar; drafting and distributing news releases; researching award and speaking opportunities; ghost writing articles; writing case studies; and so on.

Writer/Editor

ProfitLine, Inc. San Diego, CA

April 2002–November 2003

Writer and editor for telecommunications administrative outsourcing firm.

- Served as Editor-in-Chief for internal newsletter, including writing articles, editing submissions, overseeing layout, coordinating distribution schedule, managing editorial calendar, and promotion.
- Wrote and edited articles for monthly technology/telecommunications online newsletter for clients and potential clients.
- Developed internal marketing/educational campaign to foster employee interest and understanding of new software.
- Wrote and edited help documentation, and created online help files for proprietary, Web-based software application.
- Provided editing and writing expertise to IT, marketing, sales, client services, and other departments, including writing and editing corporate Web site content, presentations and reports, and press releases, white papers, and creating company-specific style manual.

Marketing Copywriter/Technical Writer

WebSideStory, Inc. San Diego, CA

May 2000–March 2002

Marketing and technical writer for Internet software development company.

- ❑ Wrote and edited Web site content for product and corporate Web sites.
- ❑ Wrote technology-oriented and marketing-related articles for company newsletters.
- ❑ Wrote and edited customer communications and other documents to support sales team.
- ❑ Wrote and edited marketing materials, white papers, press releases, and other company publications.
- ❑ Wrote and edited help documentation for all products and created online help files using RoboHelp.
- ❑ Created company-specific style manual, based on Chicago Manual of Style.

Project Manager

Echolink Interactive San Diego, CA

October 1999–April 2000

Project manager for Web development projects. Company renamed MassHysteria; no longer solvent.

- ❑ Supervised Web development project teams of 2-4.
- ❑ Wrote all content for Echolink Web site redesign.
- ❑ Documented company processes, standardized document templates, created company-specific style manual.
- ❑ Copywriting, copyediting, and proofreading for various projects.

Project Manager

Select HyperMedia, Inc. La Jolla, CA

November 1997–October 1999

Project manager for Web development projects.

- ❑ Supervised Web development project teams of 2-4.
- ❑ Wrote and edited company's print marketing materials.
- ❑ Copyedited and proofread clients' Web sites, proposals, and other publications.
- ❑ Worked with clients to develop marketing and promotional campaigns for their Web sites.

Project Manager/Editor

Communications Development Incorporated Washington, DC

February 1996–October 1997

Project manager and editor for multiple print and Web projects.

- ❑ *Buildings, Books, and Bytes* (two print versions and online version)—copyediting and proofreading.
- ❑ *What's at Stake I and II* (print and online versions)—copyediting, proofreading, producing style guide, project management, photo research.
- ❑ *Universal Service: A Historical Perspective and Policies for the 21st Century*—substantive editing, copyediting.
- ❑ *The Learning Connection: Schools in the Information Age* (print and online versions)—copyediting, proofreading, project management.

Newsletter Editor/Administrative Assistant

The Junior League of Boston, Inc. Boston, MA

March 1994–November 1995

Newsletter editor and administrative assistant for large volunteer organization.

- ❑ Managing Editor of newsletter—editing, proofreading, production management, marketing and promotion.
- ❑ Wrote monthly articles for newsletter and brought design of monthly 20–24 page newsletter in-house.

Education

MFA graduate work in writing

Emerson College, Boston, MA

September 1993–May 1994

Bachelor of Arts in English Graduated May 1992, Magna Cum Laude

Boston College, Chestnut Hill, MA

Honors: Phi Beta Kappa, Golden Key National Honor Society**Software**

Expertise in all Microsoft Office applications, Macromedia Homesite, Adobe Dreamweaver, Adobe Acrobat, and Adobe PageMaker. Working knowledge of Adobe Photoshop, Illustrator, InDesign, and QuarkXPress.