

# Joanna Bartlett-Gustina

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Portfolio: www.earthscribe.com

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## OBJECTIVE

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Award-winning freelance writer offering engaging copy writing for newsletters, websites, direct mail, white papers, brochures and other marketing materials. Seeking to form long-term partnerships with innovative, mindful companies.

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## QUALIFICATIONS

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- Wide range of writing experience with a solid background in journalism, Web content and public relations.
- Excellent writing and communication skills. Strong command of English language. Well-versed in AP style.
- Proven track record for meeting deadlines. Self-motivated and disciplined.
- Creative problem solving abilities. Can-do attitude with a good sense of humor.
- Extensive hands-on experience in website design and management. Proficiency in Macromedia Studio, Adobe Creative Suite and Quark. First-rate photography skills. Computer savvy—Mac and PC.

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## EXPERIENCE

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### Earthscribe

February 2006—present

Owner

Rochester, N.Y.

- Provide commercial writing services to a variety of businesses and audiences—mostly focused on health and wellness, education, and arts and cultural arenas.
- Offer turnkey solutions to clients through project management, writing and graphic design services.
- Concept websites, develop user-friendly design and write effective, optimized website content.
- Advise clients on marketing and public relations strategies.
- Consult on the use of emerging technologies such as blogs, podcasts and wikis.
- Edit and proofread books for publication.

### Rochester Institute of Technology

February 2001—January 2006

News & Web Specialist (Office of University News)

Rochester, N.Y.

- Researched and wrote press releases, queries and tip sheets promoting RIT in local, regional and national media. Developed relationships with key media contacts.
- Placed RIT in publications including *The New York Times*, *Christian Science Monitor*, *New York Post*, Associated Press wire, Knight Ridder, Cox and Gannett newspapers, *Woman's Day*, *First For Women*, *Women's Health and Fitness*, *Arthritis Today*, *Contra Costa Times* (Calif.) and local print, TV and radio.
- Wrote feature articles for RIT publications, *News & Events* and *The University Magazine*.
- Copy edited and proofread press releases and Web content.
- Managed and maintained University News Web site, overseeing continued development, design and database projects. Hired and supervised student personnel. [www.rit.edu/news](http://www.rit.edu/news).
- Won Rochester PRSA PRISM Award of Excellence in 2004 for interactive DVD of RIT experts and speakers.
- Established The Tiger Beat Blog: behind the scenes of RIT University News. [www.thetigerbeat.com](http://www.thetigerbeat.com)

**Freelance writer****March 2000–February 2001***Copy editing, technical writing, Web content management and marketing***• TARGUS Information Corporation**

Fairport, N.Y.

Wrote and edited technical documentation. Conducted research and facilitated communication between engineering and marketing personnel. Created and updated Web content for website: [www.targusinfo.com](http://www.targusinfo.com).

**• American Express**

Plantation, Fla.

Developed style guides for company-wide migration of customer service knowledgebase into an Intranet environment. Wrote job aids, documentation and procedures for workflow and communication of technical problems.

**• Netmaximizer.com, Inc.**

Boca Raton, Fla.

Wrote and copy edited direct marketing materials, customer service catalogs and sales brochures. Designed marketing and promotional materials including multimedia presentations.

**Crossroads Chronicle****January 1999–March 2000***Journalist and Columnist*

Cashiers, N.C.

- Staff writer and columnist for Western North Carolina weekly covering a gamut of beats—from politics and hard news to features, community events and profiles. Subscription rate increased 30%. Articles published in several regional papers.
- Hands-on involvement in newspaper layout, editing and proofreading. Photographed events for breaking news and feature stories.
- Awarded for General News Reporting by the North Carolina Press Association and Best Newspaper by Community Newspapers.

**Dream Tree Design****December 1995–July 2002***Proprietor / Web Developer*

- Designed original websites and redesigned existing sites for a variety of businesses.
- Responsible for all aspects of design and implementation, including creating and editing images, developing and editing content, adding Cascading Style Sheets and JavaScript, CGI-scripts, shopping cart systems, etc.
- Actively promoted sites in multiple search engines, increasing traffic. Tailored metatags and site keywords to enhance site ranking in search engines.
- Managed all aspects of business, including customer relations, public relations and marketing.

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**EDUCATION**

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**State University of New York, Empire State College****2008–present**

B.S. in Cultural Studies, concentrations in Communications and Religious Studies

Saratoga Springs, N.Y.

**Morris Pratt Institute****2003–2007**

Ministerial Course on Modern Spiritualism

Milwaukee, Wis.

**Rochester Institute of Technology****2001–2003**

Center for Multidisciplinary Studies, College of Applied Science and Technology

Rochester, N.Y.