

Silandara Bartlett-Gustina

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OBJECTIVE

Award-winning freelance writer offering a variety of professional writing services including: freelance assignment, press releases, copy editing, proofreading, newsletter writing, Web content and commercial copywriting.

QUALIFICATIONS

- Wide range of writing experience with solid background in journalism, Web content development, copywriting and public relations.
- Excellent writing and communication skills. Strong command of English language and grammar. Well-versed in AP style.
- Able to communicate with diverse groups of people. Meets deadlines. Equally effective working independently or on a team. Creative problem solving abilities. Can-do attitude with a great sense of humor.
- Extensive hands-on experience in Web site design and management. Proficiency in Macromedia Studio, Adobe Creative Suite and Quark. First-rate photography skills (digital and film). Computer savvy—Mac and PC.

EXPERIENCE

Earthscribe - Rochester, N.Y.

February 2006 - present

Owner

- Provide quality commercial writing, website consulting and graphic design services to a variety of businesses concentrated in the health and wellness industry.
- Concept Web sites, develop user-friendly navigation and design and write effective Web site content. Work with freelance graphic designers. Train clients to update Web sites and send HTML e-mails. Consult on the use of emerging technologies such as blogs, podcasts, vodcasts and wikis.
- Provide copy editing and proofreading services.

Rochester Institute of Technology - Rochester, N.Y.

February 2001 - January 2006

News & Web Specialist (Office of University News)

- Researched and wrote press releases, queries and tip sheets to promote RIT to local, regional and national media. Developed relationships with key media contacts. Placements included *The New York Times*, *Christian Science Monitor*, *New York Post*, Associated Press wire, Knight Ridder newspapers, Gannett newspapers, *Woman's Day*, *First For Women*, *Women's Health and Fitness*, *Arthritis Today*, Cox newspapers, *Contra Costa Times* (Calif.) and local print, TV and radio.
- Wrote feature articles for RIT publications, *News & Events* and *The University Magazine*. Photographed events.
- 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.
- Received 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

Freelance writer

March 2000 - February 2001

Copy-editing, technical writing, Web content management and marketing

- **TARGUS Information Corporation** - Fairport, N.Y. Responsible for technical documentation including research and communication between engineering and marketing personnel. Edited existing product and software documentation wrote new documentation. Created and updated Web content for company Web site: www.targusinfo.com.

- **American Express** – Plantation, Fla. Developed style guides for company-wide migration of customer service knowledgebase from a proprietary system 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 circulations, customer service catalogs and sales brochures. Generated marketing and promotional materials including multimedia presentations.

Crossroads Chronicle – Cashiers, N.C.
Journalist and Columnist

January 1999 – March 2000

- 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 articles and features.
- Awarded for General News Reporting by the North Carolina Press Association and Best Newspaper by Community Newspapers Inc.

Dream Tree Design – Florida, North Carolina and Rochester, N.Y.
Proprietor / Web Developer

December 1995 – July 2002

- Designed original web sites and redesigned and updated 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.
- Launched, hosted and maintained web sites on UNIX server. Registered domain names.
- 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.

WRITING CREDITS

The ROC outsider—writer. An inside look at what makes Rochester a cool place to call home. (2006)
www.rochesterinsider.com/blogs/bartlett

The Tiger Beat blog—contributing writer, creator. Behind the scenes of RIT University News. (2004-2006)
www.thetigerbeat.com

Rochester insider—freelance writer. Weekly newspaper published by *Rochester Democrat & Chronicle*, Gannett Co. Inc. (2004-2005) www.rochesterinsider.com

Nature's Wisdom Magazine—freelance writer. Holistic health magazine, published eight times a year, Rochester, N.Y. (2004) www.natureswisdom.us

The Spiritualist—columnist. Monthly newsletter of Plymouth Spiritualist Church, Rochester, N.Y. (2004-2006)
www.plymouthspiritualistchurch.org

The National Spiritualist Summit—contributing writer. Monthly magazine published by the National Spiritualist Association of Churches, Lily Dale, N.Y. (2004)

RMC Music Scene—editor. Local monthly newsletter covering Rochester music, Rochester, N.Y. (2004)
www.rochestermusiccoalition.org

News & Events—writer. Rochester Institute of Technology's faculty/staff newspaper, Rochester, N.Y. (2001-2006) www.rit.edu/newsevents

The University Magazine—writer. RIT's quarterly alumni magazine, Rochester, N.Y. (2001-2006)
www.rit.edu/magazine

GLT—contributing writer and photographer. Quarterly newsletter of the Genesee Land Trust, Rochester, N.Y. (2002-2003) www.geneseelandtrust.org

Crossroads Chronicle—staff writer and columnist. Weekly newspaper, Cashiers, N.C., published by Community Newspapers Inc., also *The Highlander*, Highlands, N.C., and *The Franklin Press*, Franklin, N.C. (1999-2000)