

Heidi Scholes

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WRITER

Highly organized and diligent professional with exceptional verbal and written skills. Dedicated to producing strong, creative pieces that communicate, inform and resonate with clients. Enjoys researching and writing about new experiences, ideas and technologies. Motivated and deadline driven. Seeking a remote position.

- Core Competencies -

- Demonstrates attention to detail and high editorial standards
- Able to research diverse topics and distill complex information into easily understood documents
- Understands and utilizes best practices for SEO and keyword principles
- Experience incorporating various writing styles including AP and Chicago
- Understands the importance of consistent voice and brand standards
- Able to handle multiple projects and shifting priorities
- Team player able to deliver strong results while working to deadline
- Strong project management and organizational skills
- Excellent work ethic and able to work independently
- Experienced and technically proficient: Word, Excel, PowerPoint, InDesign, Photoshop, Illustrator

PROFESSIONAL EXPERIENCE

Family & Children's Services of Greater Lynn

Grant Writer ~ Freelance (March 2022 – current)

Responsible for developing, writing and submitting polished grant proposals, LOIs and reports for the support of existing and planned program activities to federal, state, and private funding agencies.

Hereva Consultants, Cambridge, MA www.hereva.com

Content Writer (August 2018 – February 2022)

Responsible for developing content to improve and evolve the company's story and brand. Geared towards clients mostly involved in the Life Science and Biopharmaceutical arenas. Increased traffic to our website by more than 50%. Created and implemented a variety of writing projects including:

- website content
- newsletters and email campaigns
- business development proposals
- case studies
- white papers
- staff biographies
- blogs and insights
- brochures

- marketing collaterals

Heidi's Herbals

Owner (January 2008 – August 2018)

Owner/operator of a successful herbal health care business. Handled all aspects of the business which was based on my own original formulas. Created and maintained website, online store and social media posts. Produced four, multi-page seasonal brochures each year.

Teradyne, Boston, MA

Manager Technical Writing Department (1986-1993)

Responsible for managing the technical writing department which consisted of a team of eight writers, two editors and a graphic designer. Under my leadership we were finally able achieve the company goal of having completed technical operations manuals shipped with every circuit testing machine that went out. Created and maintained style guides for all manuals and books. Evaluated and purchased first desktop publishing computers for the department.

The MAC Group, Cambridge, MA

Art Director

Responsible for creating all marketing collateral for an international Management Consulting firm. Directed a group of three graphic designers. Created proposals, presentation and marketing collateral as well as investor reports.

EDUCATION & CREDENTIALS

School of the Museum of Fine Arts

BFA – Tufts University

Additional studies:

Instructional Solutions

Proposal Writing Course

Harvard University, Cambridge, MA

Continuing Education – Computer Graphics

Brown University, Providence RI

Holography Course

International Society of Cosmetic Chemists

Cosmetic Chemistry Course, Certificate of Completion



AWARDS

WOW! (Women On Writing)

1st Place Flash Fiction Award for story: "Best Served Cold"

NEDA (New England Dressage Association)

1st Place Best Newsletter

PORTFOLIO

<https://hscholes.journoportfolio.com>