

# Heidi Scholes

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## CONTRACT 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 mostly remote, part-time position.

### - Core Competencies -

- Able to research diverse topics and distill complex information into easily understood documents
  - Demonstrates attention to detail and high editorial standards
  - 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, Sharepoint, Google Suite, Raiser's Edge NXT
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## PROFESSIONAL EXPERIENCE

### **Venture Forward**

*Proposal Template Creation Contract (January 2023)*

Created proposal templates to enable them to easily create their own professional-looking proposals for their lab services clients.

### **BUILD**

*Grant Writer Contract (October 2022 – February 2023)*

Responsible for developing, writing and submitting polished grant proposals, LOIs and reports for the support of existing and planned program activities to state and private funding agencies. Maintained the grant calendar and update shared CRM software system (Raiser's Edge NXT).

### **Family & Children's Services of Greater Lynn**

*Grant Writer Contract (March 2022 – October 2022)*

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. Providing them with a quick turnaround enabled them to meet their tight submission deadlines.

### **Hereva Consultants, Cambridge, MA [www.hereva.com](http://www.hereva.com)**

*Content Writer Contract (August 2018 – February 2022)*

Responsible for developing and writing 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:

- business development proposals
- website content
- newsletters and email campaigns
- case studies
- white papers
- staff biographies
- blogs and insights
- brochures
- other 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 cosmetic 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 and annual reports.

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## EDUCATION & CREDENTIALS

### **School of the Museum of Fine Arts**

*Diploma Graduate four year program*

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*

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## AWARDS

### **WOW! (Women On Writing)**

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

### **NEDA (New England Dressage Association)**

1st Place Best Newsletter

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# PORTFOLIO

<https://hscholes.journoportfolio.com>