

Dolores Diaz

Chicago, Illinois 60647
512-655-9737
ddiaz@chicagoediting.com

CLIENT LIST/ WORK EXPERIENCE

ICI REMEDIATE, Big Spring, TX

Contract Copy Writer and Brand Strategist, August 2018 – November 2018

- Copy editing rebrand for remediation company website.
- B2B appeal to refiners and oil and gas industry.

PSW REAL ESTATE, Austin, TX

Contract Copy Writer and Brand Strategist, May 2017 – April 2018

- Copy editing for award-winning architectural firm selling mixed-use properties for specific communities, businesses, and lifestyles.
- Target consumers range from single millennials to nuclear families & beyond.

GILBERT LLP, Washington, DC

Contract Copy Editor and Editorial Consultant, March 2016 – May 2017

- Substantive copy editing for legal briefs with a focus on clarity, simplicity, and logic.
- Basic copy editing including grammar, consistency, and style.
- Career writing advice and consulting for paralegals and experienced lawyers.

ENVIRONMENTAL INTELLECT, Austin, TX

Contract Copy Writer, Editorial Consultant, and Brand Strategist, March 2016 – December 2017

- Print and digital internal/external documents including in-house materials that collapse conversation and external 650-1,000 wd content marketing blogs that promote brand.
- Responsible for editorial calendar, story and angle concept, including message distribution across email campaigns and social media channels.
- Interview experts and supplement with research as necessary.
- Work alongside in-house Artistic Director and freelance graphic design team.

JACOBS & CLEVINGER, INC., Chicago, IL

Contract Ghostwriter for Energy and Sustainability blogs and ebooks, September 2015 – September 2016

- Creator of 650-1,000 wd content marketing blogs and 3,000-wd ebooks for various companies.
- Writing audience varies and targets small businesses, independent contractors, and the public.
- Responsibilities include outlining articles and ebooks for approval and fleshing out pieces with minimal direction.
- Tasks include adherence to brand voice, researching subject matter, and abiding by style guides. including tone and grammar in addition to citation standards.

TRICORD CONSULTING, LLC, Austin, TX

Resident Copy Writer and Brand Strategist, Dec 2014 – February 2019

- Concept to copy Statement of Qualifications, direct mailers, technical posters, and web copy for environmental consulting company.
- Design and development of statement of qualifications to introduce new consultancy to clients. Facilitated interviews with top level management and performed a cultural explore to distill brand essence and voice of a company still in the process of establishing itself.
- Crafted positioning statements to distinguish company in the marketplace and incorporated strategy into marketing copy.
- Concept, copy, and creation of direct mailer to introduce company to clients. Acted as Project Manager and Creative Director, coordinating with graphic designer and printer to realize product.

LAYHER, INC., Houston, TX

Resident Copy Writer and Media Relations, Jun 2014 – present

- Strategize, pitch, and write articles, case studies, and ad campaigns for industry magazines.
- Establish and maintain effective working relationships with media representatives and use these relationships to develop new business opportunities.
- Conduct research and guide stakeholder interviews as necessary.
- Plan the contents of publications according to the publication's style, editorial policy, and publishing requirements.
- Coordinate with external design agency and industry publications.
- Read proofs to detect and correct errors in spelling, punctuation, and syntax.
- Study the objectives, promotional policies, and needs of organization to develop messaging.
- Develop and maintain company's corporate image and identity.

SAGE ENVIRONMENTAL CONSULTING LLC, Austin, TX (In-House Agency)

Contract Copy Writer, Content Manager, Brand Strategist, Sep 2013 – June 2016

- Provided consistent and distinct voices within in-house agency to build brand value and engage customers across marketing materials for Sage and its family of companies.
- Messaging communicated new technologies, services, and news across various media including websites, trainings, industry publications, direct mailers, and social media.
- Work involved seamless coordination with technical staff and creative personnel including engineers, top level executives, Creative Director, graphic designers, and videographers.
- Created a streamlined process for content conversion by which technical papers, abstracts, proposals, publications, videos, etc. are systematically repurposed into relevant copy.
- Maintained and established house style, creating new standards as necessary.
- Bimonthly company newsletter conveyed company wins and new services, highlighted key projects and technical papers, and introduced new employees and company resources.

TEATRO VIVO, Austin, TX

Contract Writer, Copy Editor, Layout Editor, Book Producer, Apr 2013 – February 2019

- Responsible for overseeing copyediting, layout, book design, and project management for theater folios in print and e-book formats ensuring adherence to deadlines and budget requirements.
- Coordination and problem solving with graphic design and print vendors.
- Bilingual copy for radio promotions of upcoming productions.
- Write press releases, prepare information for media, and act as media contact.

SQ ENVIRONMENTAL, LLC, Austin, TX

Contract Copy Writer, Dec 2013 – April 2017

- Responsible for project management of direct mailers and invitations to clients, including generating custom content and working with designer and printer to produce quality mailers.
- Web copy work included copyediting and providing content updates to company website.

WESTON SOLUTIONS, Austin, TX

Technical Editor, Proposal Writer, Quality Manager Feb 2006 – Feb 2013

- Edited technical documents and proposals for consistency, brevity, logical flow, grammar, and document organization.
- Responsible for coordinating all aspects of document production from development of templates through final production.
- Managed multiple priorities to meet schedules for numerous deliverables under tight deadlines.
- Oversight of word processing and document production staff.
- As the South Central Division Quality Manager, established goals, priorities, and internal standards for WESTON's South Central Profit Center Quality Program.
- Ensured Profit Center quality goals aligned with Division and Corporate quality goals.
- Led the South Central Profit Center committee and leveraged this network to communicate the WESTON corporate long- and short-term vision for quality.
- Investigated and managed quality incidents to achieve resolution and ensured functioning of the continual improvement process by capturing lessons learned throughout the Profit Center.

HBMG FOUNDATION, Austin, TX

Press Release Writer, Oct 2005 – Nov 2005

- Wrote interesting and effective press releases and prepared information for media kits.
- Identified main client groups and audiences, determined the best way to communicate publicity information to them.

THE OBSERVER, South Bend, IN

Copy Editor, Columnist, Reporter, Jan 2001 – May 2005

- Responsible for bi-weekly opinion column, 800 wd.
- Conceived and researched stories.
- Created layout for Viewpoint section.
- Grammar and AP style.
- Strong language/line editing skills development.
- Strong interview techniques.

TEXAS A&M INTERNATIONAL UNIVERSITY, Laredo, TX

Technical Writing Instructor for Youth Summer Camp, Jun 2004 – Jul 2004

- Refined skills in developing and presenting complex ideas in a simplex manner.
- Created course syllabi, lectures, assignments, tests, and projects for students.
- Developed and maintained student ranking and evaluation system.

NBC NEWS, London, England

News desk Intern, Jan 2004 – May 2004

- Researched, logged, and analyzed daily news coverage of various sources.
- Created, researched, and edited news package.
- Gained valuable knowledge of news media operations of major network.

LA FE MAGAZINE, Laredo, TX

Editorial Assistant, Jun 2003 – Aug 2003

- Gained valuable insight in writing, researching, and reporting for religious Hispanic audience.
- Learned approach and layout to bilingual publications.
- Edited copy for grammar, AP style, and flow.

EDUCATION

Northwestern University, Evanston, IL

M.F.A. Writing, June 2019

University of Notre Dame, South Bend, IN

B.A. English, May 2005

ADDITIONAL SKILLS

- Spanish language
- Microsoft Office Suite
- Adobe Acrobat Pro
- InCopy
- QuarkExpress

PUBLICATIONS AND PRESENTATIONS

- "Branding for Profitability." 4C Environmental Conference. Austin, TX. 18 Feb 2015.