

L I S A C . D U N N

9225 Volunteer Drive, Alexandria, VA, 22309 • 703-780-3995 • lisacdunn@gmail.com

Experience Summary

- Experienced in writing articles, thought-leadership pieces, press releases, company backgrounders, case studies, blog posts and other marketing-related content, most recently as a freelance writer for KEO Marketing, Industry Dive, Jochum, Shore & Trossevin, Home Care Association of America (HCAOA) and The Federal Group.
- Well versed in copyediting and proofreading.
- Strong technical command of the English language; familiarity with AP-writing style.
- Commitment to excellence in the printed and published word.

PROFESSIONAL EXPERIENCE

Lisa C. Dunn Writing Services • Alexandria, VA • 8/13-present

A freelance professional writing services company.

President

Create a variety of promotional writing materials and content for digital marketing agencies, SMBs, law firms and associations to generate interest and help organizations stand out from the competition. Over the years, clients have included SSPR, Black Swans Media, Security Metrics, MediaMath, SPQR Strategies, YL Ventures, Mount Vernon Civic Association and the International Sleep Products Association.

SSPR • Chicago, IL • 6/06-5/15

A full-service public relations firm.

Freelance Copywriter

Contributed a wide range of print and digital content to support the PR firm's various clients.

AOL's Patch.com • Mount Vernon, VA • 10/10-12/12

AOL's "hyperlocal" community news website.

Freelance Writer

Wrote bi-weekly "On The Job" business profile series. Contributed articles covering local businesses, and school-related events and activities. Created parenting column, "The Sandbox Chronicles."

Alzheimer's Association, National Capital Area Chapter • Fairfax, VA • 2/00-12/04

The leading, global voluntary health nonprofit organization in Alzheimer's research, care and support.

Public Relations Manager

Developed and implemented activities that raised awareness, visibility and promoted the organization. Created positive relationships with all forms of media. Recruited celebrity spokespersons. Produced and marketed both print and digital materials, including newsletters and brochures, to enhance the image of the organization.

Aspen Center for Environmental Studies • Aspen, CO • 10/96-5/99

A nonprofit research center and sanctuary dedicated to educating locals and visitors about Aspen's natural surroundings.

Public Relations Coordinator

Created newsletters, program brochures, flyers, newspaper and radio ads, posters and press releases. Developed annual publicity plan. Maintained website content. Coordinated special events.

Aspen Daily News • Aspen, CO • 8/94-10/96

A 14,500 circulation, seven-days-a-week newspaper in Aspen, CO.

Special Sections Editor and General Assignment Reporter

Wrote hard news and feature articles that covered topics related to the Roaring Fork Valley Community. Managed freelance writers. Assigned photos and stories for weekly real estate and entertainment sections.

EDUCATION

B.A., English/Journalism, 1994, University of Delaware, Newark, DE.