

Randi Donahue

Write | Editor | Administrator | Project Manager

EMAIL

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PHONE

(941) 809-0428

WEBSITE

randidonahue.com

Skills

- Account Management
- Copywriting
- General Management
- Organizational Development & Effectiveness
- Journalism
- Self-Motivation
- Ability To Meet Deadlines
- Business Planning
- Business Operations
- Marketing
- Office Management
- Marketing Communications
- Feature Writing
- Product Design
- Planning
- Communication
- Management
- Writing
- Business Development
- Bookkeeping
- Operations
- AP Stylebook
- User Experience (UX)
- Accounts Payable
- Accounts Receivable
- Editing
- Written Communication
- Spreadsheets
- Project Management

Work Experience

Contributing Writer (freelance)

Good Gear

Aug 2023 - Present

Remote, FL

Research and write guides and reviews about responsibly-sourced and eco-friendly products under in the realms of health and wellness, sleep, and active adventure gear.

Contributing Writer (freelance)

The Good Trade

Feb 2023 - Present

Remote, FL

Research and write feature-length stories for websites on topics such as health and sustainable living. Write product reviews when needed.

Copywriter Editor and Proofreader (freelance)

EatDrink Collaborative

Aug 2022 - Present

Sarasota, FL

Contribute copy for various brand marketing materials, including website copy, brochure copy and social media. Edit and proofread all copy including menus and marketing materials. Contributing writer (freelance), Sarasota Edible Magazine, 2010 - present Write feature-length stories for quarterly magazine and website on topics such as small-scale farming, sustainability, and profile stories.

Contributing Writer (freelance)

Edible Sarasota

Feb 2010 - Present

Sarasota, FL

Write feature-length stories for quarterly magazines and websites on small-scale farming, sustainability, and profile stories. Write sponsored content stories when needed.

VP of Business Operations

BW Saba

Jun 2013 - Dec 2023

Sarasota, FL

Managed all business aspects of a custom home-building business, including marketing and communications, on behalf of the CEO. Conducted project management and all accounting functions. Managed a staff of four employees and worked directly with the General Contractor/CEO, various subcontractors and trades, and high-profile clients to facilitate proper communication from preliminary design to finished product.

VP of Operations

May 2013 - Nov 2023

- Project Planning
- Microsoft Word
- Microsoft Excel
- Research
- Meeting Facilitation
- Brainstorming
- Editorial Calendar
- Photography
- Journalism
- Succession Planning
- Quick Learning
- Freelance Writing
- Brand Marketing
- Permaculture
- Marketing Materials
- Sustainable Design
- Proofreading
- Copywriting
- Truthful
- Conflict Management
- Corporate Communications
- Google Docs
- Systems Development

BW Saba Custom Homes

Sarasota, FL

(The owner retired) Managed all business aspects of the custom home building business, including marketing and communications, on behalf of the CEO. Conducted project management and all accounting functions. Managed a staff of four employees and worked directly with the General Contractor/CEO, various subcontractors and trades, and high-profile clients to facilitate proper communication from preliminary design to finished product.

Managing Editor Contributor/Photographer LWR Life Magazine

Nov 2018 – Feb 2020

LWR Life Magazine

Sarasota, FL

Planned, and developed stories for a quarterly lifestyle magazine. Enterprised and wrote stories as well as took photos for stories. Assigned freelance writers and managed their workflow. Proofed and edited all stories.

Managing Editor

Mar 2013 – Feb 2014

Sarasota Observer

Sarasota, FL

Planned weekly layouts for newspapers; met with, managed and assigned stories to a team of four reporters; copy edited all stories for publication; researched and wrote calendar and feature stories.

Assistant Managing Editor

Nov 2012 – Mar 2013

Observer Media Group

Sarasota, FL

Assisted managing and deputy editors in editorial budgeting and layouts for four weekly newspapers and special publications. Copy-edited all stories for publication. Managed events calendar for publication. Copyedited marketing and advertising material when needed.

Copy Editor

Apr 2012 – Nov 2012

Obeserver Media Group

Sarasota, FL

Copy-edited (AP Style) every story for publication of four weekly newspapers and all special publications and website stories and worked with amateur writers and reporters to fine-tune their form and content.

Associate Producer

Jun 2005 – Apr 2007

Spectrum Productions

Tampa, FL

Planned and managed short-form commercials and educational videos. Created shot lists, wrote scripts, and oversaw the day-of production and post-production editing to delivery.

Education

B.S.

Business Administration
Florida State University

M.A.

Integrated Journalism (print, web, broadcast)
Emerson College