

## **Randi Donahue**

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RandiDonahue@gmail.com

Instagram: @homesweetharvest

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[www.randidonahue.com](http://www.randidonahue.com)

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A writer and editor since 2002, I'm a naturally inquisitive person with a thirst for knowledge. I love to research, learn, and write about pretty much any topic but am passionate about wildlife and the natural world, mental and physical health & wellness, and sustainability. I'm the mom of two – spirited – little ladies, two wily pups and caretaker to a wonderful yard full of fruit trees, wildlife, and a veggie garden. Our family lives on the west coast of Florida next to a nature preserve that we frequent regularly.

Please visit my website for extensive writing samples: [www.randidonahue.com](http://www.randidonahue.com)

### Education

Emerson College, Master of the Arts in Communication with an integrative journalism focus, December 2005

Florida State University, Bachelor of Science in Business Management, December 2002

### Experience (current)

Contributing writer (freelance), Good Gear, Sept. 2023 - present

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, March 2023 - present

Write feature-length stories for website on topics such as health and sustainable living.

Copywriter, Editor and Proofreader(freelance), EatDrink Collaborative, Sept. 2022 – present

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, as well as profile stories of business owners.

### Experience (past)

VP of Operations (contract), BW Saba Custom Homes, June 2013 – Dec. 2023 (owner retired)

Managed all business aspects of 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 and various subcontractors and trades as well as high-profile clients to facilitate proper communication from preliminary design to finished product.

Managing Editor, Contributor, Photographer LWR Life Magazine, Dec. 2018 - March 2020

Strategized, planned, and developed stories for a quarterly lifestyle magazine. Enterprised and wrote stories as well as took photos for stories. Scheduled and assigned freelance writers and managed workflow to meet publication deadlines. Proofread and edited all stories.

Managing Editor, Sarasota Observer, Pelican Press, March 2013 - Feb 2014

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, The Observer Media Group, November 2012 - March 2013

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.

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Copy Editor, The Observer Media Group, April 2012 - Nov 2012

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

Associate Producer, Spectrum Productions, June 2006 - April 2007

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

### Training, Coursework, and Certifications

- Continued coursework and education in organic gardening and holistic nutrition
- Permaculture Design Course at the Earthship Florida site (Permaculture Designer Certification) 2009
- Sustainability Coordinator for Efest "Shades of Green" (received "Spirit of Efest" award) 2008
- Team leader-Environmental Club at Girls Inc. ages 9-14, Summer 2008
- Sustainable Design Coursework, Boston Architectural College, 2008

### Skills

Writing, editing proofreading, conflict management, systems development, project management, basic WordPress, Excel, Google Docs, photography, basic SEO knowledge, social media, corporate communications, Canva.