

Meticulous writer-editor with 10+ years of experience in business communications, online and print media. Seeking to leverage my rhetorical skills to deliver high quality collateral in diverse, time-sensitive environments. Creative, adaptable and detail-oriented with proven leadership skills. Earned a Master's Degree in English Literature.

## Areas of Expertise

- Business Writing
- Copywriting
- Editing
- Journalism
- Proofreading
- Research
- Marketing
- Wordpress
- Social Media
- Interviewing
- Blog Writing
- Microsoft Office Suite

## Professional Experience

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**Keiser University • Lakeland, FL • 2014 to Present**

### English Professor

Prepared and facilitated lessons on an evidence-based, writing intensive courses designed to improve critical thinking, reading, and writing proficiencies through guidance in writing thesis-driven essays.

#### Key Accomplishments:

- Wrote "Writing Across the Curriculum" proposal in efforts to promote writing-to-learn strategies to help students with specialized academic and professional discourses.
- Oversaw *The Learning Community* (TLC), emphasizing a "Teacher Persona" theme and coached students on communications skills necessary to function effectively in business and corporate roles.

**440dreaming.com • Online • 2017 to Present**

### Blogger

Conceptualized, conducted research, wrote, edited, and promoted content for automotive blog documenting the restoration of a 1970 Dodge Challenger.

#### Key Accomplishments:

- Showcased automotive and DIY "how-to" knowledge of restoration process for classic, muscle and antique cars.
- Leveraged blog content including photos, contracts, and news reports to expose the fraudulent activity of a Tampa-based restoration shop.

**Ultimate Medical Academy • Tampa, FL • 2012 to 2014**

### Business Writer

Organized material and completed assignments according to set standards regarding clarity, conciseness, style, and terminology. Wrote articles on career-related themes and authored style guide to formalize new and improved editorial standards.

#### Key Accomplishment:

- Conceptualized and wrote instructional materials for online Career Readiness course.
- Summarized skills and qualifications for students completing degrees in pharmacy technician, medical administration, and healthcare management programs.

**Chin Musik • Online • 2010 to 2012**

### Blogger

Researched, wrote and published an eclectic mix of blog, immersion journalism and first-person essay using Wordpress content management software, promoting the blog through social media platforms and connections.

#### Key Accomplishments:

- Recognized by the *Albany Times Union* and profiled on local ABC affiliate WTEN for documenting attempt to recover memories lost due to severe head injury 15 years prior.
- Twice featured on Wordpress.com's "Freshly Pressed" main page, reaching more than 7k page views on a single post.

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# Randy Howard

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**All-Natural Botanicals** • Pinellas Park, FL • 1998 to 2002

## **Communications Coordinator**

Orchestrated communications functions to strengthen brand, increase profits, and advance company mission. Increased awareness and created an enviable corporate image by developing and executing effective communications and media relations programs.

### **Key Accomplishments:**

- Liaised with Dial Soap executives; led marketing efforts that culminated in a \$1M private label contract.
- Wrote and edited company collateral, including: product descriptions, sales flyers, press releases, media kits, international correspondence, print advertisements, and web content.
- Collaborated with the CEO to write a new and improved business plan.

### *Additional Experience*

*8<sup>th</sup> Grade ELA Teacher*

*Publishing Editor at Capital District Sports*

*Editor at Tribune Media Services*

## **Education**

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### **Master of Arts in English Literature**

College of St. Rose • Albany, NY

### **Master in the Science of Teaching (Secondary Education, English 7-12)**

Plattsburgh State U • Glens Falls, NY

### **Bachelor of Arts in English Literature**

College of St. Rose • Albany, NY

## **Awards & Accomplishments**

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- Profiled on *Today's Authors*, an Ion-TV original production airing in Syracuse, Rochester and Albany and surrounding markets - July, 2010 (<http://todaysauthors.com/randycoward.html>)
- Consultant for *Pappyland*, PBS children's educational program
- Participated in British University North America Conference student exchange program in London, England.