

# PAMELA HUNT

LEAD COPYWRITER

## INFO

PHONE  
808.304.0027

EMAIL  
pamelahunt11@icloud.com

## LINKS

[Online Portfolio \(Writing Samples\)](#)

[LinkedIn Profile](#)

## SKILLS

Annual Reports

AP, Chicago, MLA Styles

Blog Posts

Creative Writing

Drupal, MailChimp, Wordpress

Email Marketing

Marketing Collateral

Microsoft Office

Newsletters

Press Releases

Social Media Management

Technical Writing

Video Scripts

Web Copy

## PROFILE

Creative and technical copywriter with over 20 years experience across a variety of industries. Create clear, detail-oriented content for marketing, communications, development, and investor relations campaigns. Consistently stay ahead of deadlines for developing, researching, writing, editing, proofreading, and publishing content on multiple platforms. Proven skills analyzing needs, researching target markets, and creating compelling copy for technical and consumer audiences.

## EMPLOYMENT HISTORY

### Senior Writer, UC San Diego

La Jolla

Mar 2019 – Present

- Responsible for all copywriting and editing duties for the annual giving team
- Research, interview and write engaging, relevant copy for multiple media, including advertising, direct mail, brochures, proposals/grants, websites, emails, and newsletters
- Ensure consistency of style, tone, and focus for all collateral across a wide variety of giving funds

### Lead Copywriter, XTERRA

Honolulu, HI and Remote

Mar 2017 – Mar 2019

- Work directly with President and Vice President to assess needs, develop campaigns, and create copy targeted to off-road triathletes and trail runners.
- Create, write, edit, and proofread web copy, two weekly newsletters, scripts for promotional videos, email blasts, and hangtag and product-insert copy.
- Partner with corporate sponsors and professional athletes to develop content including race previews and recaps, promotions, athlete profiles, inspirational stories, and training articles.
- Worked strategically with executive management to transition company from an “events” company to an “apparel” company through email communication, short videos, and longer articles.

### Freelance Writer, San Diego Reader, Runner's World, Allergan

Remote

Jan 2006 – Mar 2017

- Wrote, edited, proofread bi-weekly column “What the Chef Eats” for the *San Diego Reader*. Interviewed local chefs and translated their favorite meals into standard recipe form.
- Wrote cover stories, feature stories, and essays for the weekly paper, including the cover story “[Rockin' Baby Boomers](#)” and feature story “[Coronado Saved Me](#).”
- Published the essay “[Morning Runs](#)” for *Runner's World* Magazine.
- Wrote copy for “Product Pages” of Allergan (NYSE: AGN) website.
- Wrote essays for Tahabi Press.

## **Investor Relations Manager, Affymetrix**

Santa Clara, CA

Jul 2004 – Jul 2005

- Collaborated with CEO, President, and CFO to create, edit, and proofread all investor communications, including annual reports, web copy, press releases, executive and shareholder presentations, Q-call scripts, and the CEO's speeches to financial audiences.
- Actively reviewed stock market news and partnered with analysts to understand and communicate fluctuations.
- Led development of annual report from concept to print and digital production. Wrote Letter to Shareholders, developed theme and storyboard, consulted with internal lawyers and executives to create and edit content, and managed production.

## **Marketing Communications Writer, Affymetrix**

Santa Clara, CA

Apr 2003 – Jul 2004

- Wrote and edited white papers, product brochures, advertisements, FAQs, and website copy.
- Worked with both scientists and product marketing managers to write, edit, and proofread copy for technical and non-technical audiences.
- Wrote, edited and proofread monthly product newsletter targeted to industrial and academic audiences.

## **EDUCATION**

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### **Cornell University, B.S. Biological Sciences**

Ithaca, NY

Aug 1990 – May 1994

Dean's List 1990-1994

Captain of Cornell Cross Country Team

Four-time Division I All American

Member US Cross Country Team 1991, 1992

Member Cornell Athletic Hall of Fame, Inducted 2004

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**Member, Cornell Athletic Hall of Fame**