

Lori Baer

WRITING • EDITING • PROOFREADING

PROFESSIONAL HISTORY

Lori Baer: Writing, Editing, Proofreading; Willow Street, Pa.
Principal; 2/2007—Present

Responsible for all client services of this editorial and communication consulting company, which focuses on creating effective marketing, public relations and corporate communications collateral through strong, meaningful business writing. Services include strategy, message development, writing, research, developmental editing, copyediting, fact checking and proofreading. Experienced in print and electronic media.

CLIENT SAMPLE – Business2Business Magazines ♦ Chester County Economic Development Council/Pennsylvania Department of Agriculture ♦ Clarity Communications ♦ D&E Woodworks ♦ Edible Chesapeake/Edible Publications ♦ FoodMinds ♦ Food, Nutrition & Policy Consultants ♦ geographIT ♦ Newsletters Ink PLUS ♦ Nxtbook Media ♦ Pennsylvania Association of Sustainable Agriculture ♦ Produce Marketing Association

Produce for Better Health Foundation; Wilmington, Del.
Senior Executive of Communications; 6/2004—1/2007

Oversaw corporate communications and served on senior staff for this national nutrition-education, non-profit organization. Wrote copy and provided production oversight for a range of B2B and B2C pieces including newsletters, web content, ads, direct mail, reports, capabilities collateral, and style and brand guidebooks. Served on strategic teams for campaign development, national announcements and business planning. Managed freelance writers and designers and staff of two.

- Lead content developer and copywriter for www.fruitsandveggiesmorematters.org, a consumer website helping people to eat more fruits and vegetables.
- Editorial director for *PBH Direct!*, a bi-weekly e-newsletter for 600+ members.
- Editor, writer and project manager for *Closing the Opportunity Gap*, the research report launching PBH's presence in foodservice, and for *Produce First!*, the publication showcasing a partnership with The Culinary Institute of America.
- Member of development team that created the national 5 A Day The Color Way nutrition marketing campaign generating 250 million media impressions annually.
- Member of task force to re-brand 15-year-old national 5 A Day for Better Health program.
- Initiated creation of first corporate logo; lead development of style and usage standards.

Director of Public Relations & Production; 5/2001—6/2004

- Oversaw trade public relations day-to-day activities; fielded media inquires.
- Wrote articles, press releases, op-eds and letters-to-the-editor.
- Ghostwriter to president for board member, sponsor, partner and policy maker correspondence.
- Member of committee to select public relations and branding agencies.
- Editor and lead copywriter for *5 A Day News*; transitioned to e-newsletter with 8,000 circulation.
- Published *5 A Day Catalog*, the annual education product catalog averaging 30 pages and over 100 products. Project manager, copywriter and product development support.
- Trade show manager at produce industry's two largest conventions; managed internal teams and exhibit company.

Production Coordinator; 9/1999—5/2001

Secured print bids, managed print-house relations, oversaw vendors and freelancers and trafficked projects. Also provided public relations support through copywriting, trade show coordination and trade advertising management.

American Society of Financial Service Professionals; Bryn Mawr, Pa.
Associate Managing Editor/Advertising Manager; 2/1997—9/1999

Oversaw editorial content and production of the *Journal of Financial Service Professionals*, the Society's bi-monthly magazine reaching 36,000.

- Trafficked and edited all articles; interfaced with authors, designer and printer.
- Oversaw 14 freelance columnists and their seven regular columns.
- Managed \$500,000 advertising program; oversaw eight sales representatives nationally.
- Copyeditor for *Society Page*, the Society's 32-page, bi-monthly membership newsletter.

Vegetus Publications; Haverford, Pa.
Production Coordinator/Staff Writer; 8/1996—2/1997

Published Vegetus Publications' *Nutrition Health Review*, a quarterly consumer health journal; responsible for entire production and editorial process and managed day-to-day business activities.

- Managed columnists, conducted article interviews, and wrote 70 percent of content.
- Facilitated production among printer, fulfillment house and subscription agencies.
- Maintained subscription list and managed reader services.

Carter van Dyke Associates; Doylestown, Pa.
Communications Coordinator; 11/1994—3/1996

Provided general communication and editorial services for this landscape architect company; responsible for written content and editorial standards behind a range of capabilities collateral.

- Wrote convention literature for the 1995 American Society of Landscape Architects PA/DE. Chapter Awards including award-winner biographies and banquet slide show script.
- Wrote local feature articles showcasing company's projects and capabilities.
- Wrote project data sheets, team descriptions and other RFP components.

EDUCATION & MEMBERSHIP

Shippensburg University; Shippensburg, Pa., May 1994

Bachelor of Arts: Communications/Journalism ♦ Concentration: News/Editorial

International Association of Business Communicators, member

WRITING EXPERIENCE

ad copy ♦ articles (trade and consumer) ♦ annual reports ♦ bios ♦ blogs ♦ brand messaging and style guides ♦ brochures ♦ capabilities collateral ♦ case studies ♦ catalogs ♦ direct mail ♦ e-communications ♦ ghostwriting ♦ research reports ♦ newsletters (print & electronic) ♦ poetry/creative writing ♦ press releases ♦ promotional copy ♦ scripts ♦ social media ♦ speeches ♦ strategic correspondence ♦ web content ♦ white papers...and so much more.