

HOWARD NEWMAN

www.hncommunications.net

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WRITER/EDITOR/COMMUNICATIONS SPECIALIST

Marketing collateral ... Web content ... Newsletters ... Press kits ... Public relations

Well-rounded Communications Specialist with more than 20 years of experience and the ability to translate complex information into engaging and easy-to-read copy. Adept at conveying the organization's philosophy and goals to varied audiences. Ability to design attractive print materials that readily communicate important messages and Web site copy that achieves search engine optimization (SEO). Experience managing full-time staff as well as coordinating the efforts of vendors and freelancers.

Expertise includes:

Writing ... Editing

- Web content (SEO)
- Newsletters
- Annual reports
- Speech writing
- Fact sheets, reports, brochures
- Photography/photo editing
- E-Communications
- Features, columns, articles
- Page layout

Public relations ... Publicity

- Press kits/marketing materials
- Media relations
- Campaign development

Computer skills

- MSOffice
- QuarkXpress
- Photoshop
- HTML
- Adobe Professional
- Dreamweaver

JOB HISTORY

Freelance Writer, Editor, Public Relations Specialist

2009 – present

Write, edit and design communications materials for a varied group of clients. Projects include marketing collateral, Web site content, case studies, press releases, magazine pieces, fact sheets and reports. Also responsible for clients' marketing and publicity efforts.

Communications Coordinator Melrose Energy Commission, Melrose, Mass.

2007 – present

Write press releases, develop marketing collateral and implement publicity campaigns for volunteer group that helps the City and its citizens save energy. Designed MEC Web site (www.melroseenergy.org), writing all content and maintaining site. Worked with MEC members and City officials to establish Melrose as a Green Community, enabling it to receive \$176,265 in state energy-efficiency grants.

Sr. Communications and Public Affairs Specialist Vinfen Corp., Cambridge, Mass.

2008 – 2009

Developed and implemented communications projects for large nonprofit human services organization. Work involved collaboration with Vinfen executive team, Vinfen staff and volunteer groups, industry partners and outside agencies. Provided editorial, speech-writing, design and promotional assistance. Supervised production of printed materials with vendors, graphic designers, printers and Web specialists.

- ◆ Managed content and design of Vinfen Web site, with focus on keeping content fresh, adding new pages and photos, and driving more traffic to site.
- ◆ Wrote, edited, and coordinated design and production of *The Voice*, Vinfen's newsletter. Developed Web version of *The Voice*, which can be e-mailed to large audiences.
- ◆ Obtained media placements by writing press releases about Vinfen events, staff and clients, and distributing to press.

- ◆ Photographed Vinfen events for media releases, Web site and Vinfen's Intranet newsletter.
- ◆ Wrote, edited and assisted in design of Vinfen's annual report.
- ◆ Implemented *CareVote* campaign, encouraging voter registration for staff and clients.
- ◆ Supported Vinfen's development effort with communications materials, editing and design.
- ◆ Wrote, edited and designed brochures, fact sheets and other organization materials.

Communications Director Consortium for Energy Efficiency (CEE), Boston, Mass. **1998 – 2007**

As CEE's first Communications Director, developed and implemented a broad-based communications plan for a nonprofit organization promoting energy-efficient products and technologies in the United States and Canada. Provided information, editorial assistance, graphics and other promotional materials for 90-plus member organizations. Sourced and managed vendors, including graphic designers, printers and Web specialists.

- ◆ Coordinated a complete redesign and overhaul of the CEE web site (www.cee1.org). Responsible for writing and maintaining the site. Developed an easy-to-navigate web version of the CEE newsletter.
- ◆ Wrote, edited and designed CEE's first quarterly newsletter, a 20-page, full-color edition distributed as hard copy to 500 contacts and via e-mail to 1,200 contacts.
- ◆ Implemented dozens of publicity projects that raised the profile of CEE through media placements in trade journals, energy publications and newspapers such as the *New York Times* and *San Francisco Chronicle*.
- ◆ Coordinated communications effort for the successful launch of *Motor Decisions Matter*, a North American campaign promoting the benefits of motor management, and *Lighting for Tomorrow*, an international design competition for energy-efficient lighting fixtures. Obtained strategic media placements in trade journals and mainstream press.
- ◆ Developed a system for effective electronic distribution of meeting announcements and other important CEE news.

Reporter, Editor, Page Designer Numerous publications (prior to 1998)

Worked as reporter, editor and designer for a variety of publications, including two of the three largest newspapers in Massachusetts. Experience includes daily newspapers, magazines and wire services. Demonstrated the ability to deliver clean, creative copy under tight deadlines as well as write engaging feature stories and compelling columns. As editor at North Shore Weeklies, managed a staff of seven full-time reporters; hired and supervised freelance writers, as needed.

Partial list of publications:

<i>Boston Globe</i>	<i>Patriot Ledger</i>	<i>Associated Press</i>	<i>United Press International</i>
<i>Oakland Tribune</i>	<i>Lowell Sun</i>	<i>Lynn Daily Item</i>	<i>North Shore Weeklies</i>

Awards

- ◆ First-place UPI Award (Lynn Daily Item)
- ◆ Two New England Press Association Awards (North Shore Weeklies)
- ◆ Massachusetts Press Association Award (North Shore Weeklies)

EDUCATION

Northeastern University, Boston, MA
Bachelor of Arts, Psychology

VOLUNTEER EXPERIENCE

Founder, *Music in Melrose Coffeeshouse*, monthly open mike for area musicians, 2006 - present

Organizer, *Helping Our Neighbors Concert*, annual benefit for Bread of Life food pantry, 2007 - 2010