

Brenda H. Welch
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**Freelance
Copywriter
& Editor**

Established Welch Copywriting & Editing

January 2007 to Present

I offer clients many services ranging from providing copy for an advertisement, press release, or website, through researching and writing white papers and technical articles, to writing, editing, and project managing newsletters, blogs, and magazines. I also get involved in naming and branding projects, as well as in every aspect of writing for internal communications, external marketing, and public relations. Clients I have worked for in this capacity include:

- **Timberline Learning Center**
- **Chesapeake Bay Distillery LLC**
- **DBL Distributing LLC**
- **Lillian Vernon**
- **Alliance Hematology Oncology**
- **Virginia Oncology**
- **The Shopper**
- **Gemdek**
- **Margaret McEvoy & Associates**
- **Bueno Designs**
- **Cogent Designs**
- **Teklogic**
- **GoGo Advertising**
- **The Cellars Restaurant**
- **SteelMaster Buildings**

Assistant Editor, *Hampton Roads Health Journal, Southside Edition*

February 2008 to Present

- Research and write a monthly local interest news story and collaborate with a freelance photographer to obtain images to run with the article
- Organize press releases and summarize them into News Briefs to appear in each month's Local Beat section
- Organize health-related events for listing on the Community Calendar, and update Support Group and Health Resource sections
- Research and write feature stories, profiles, and parenting column in accordance with editorial schedule
- Provide feedback to editor on local people, programs and/or topics of interest for future articles

**Public Affairs
Experience**

**Communications Manager, Marketing/Publications Department
APIC (Association for Professionals in Infection Control and
Epidemiology), Washington D.C.**

December 2001 to December 2004

- Along with Creative Manager, participated in business development and proposal preparation efforts which resulted in \$175,000 during 2003-2004; primary focus on growing partnerships with industry on educational initiatives

- Managed the APIC Store at the annual conference, which involved marketing, sales, and the training and supervision of six employees. Brought in \$60,000 over a 4-day period
- Content planning and acquisition, editing, and author management of quarterly membership newsmagazine (*APIC News*), quarterly non-acute care newsletter (*Infection Connection*), quarterly *National Office Update*, and the 4-day annual conference newspaper (*APIC Daily News*)
- Wrote APIC style guide for use when editing and proofreading multi-departmental documents and the Website, ensuring correct grammar and appropriate structure
- Worked collaboratively with staff in developing creative marketing strategies, production schedules, and print and online materials to promote all of the association's educational conferences, publications and membership, including, but not limited to, marketing brochures, direct mail pieces, push e-mails, articles, and various other communications pieces
- Along with Director of Public Relations and public relations firm, managed the development and implementation of a proactive national and regional media plan including the development and maintenance of media contact lists, writing articles for placement, and pitching stories to local and national media
- Researched, wrote, copy edited, and posted information to the Website using the content management systems

**Public Affairs Coordinator, Public Affairs Department
The Academy of Florida Trial Lawyers, Tallahassee, Florida
May 2000 to September 2001**

As the public affairs coordinator, worked closely with Academy leadership, senior staff, and members to develop and implement the Academy's strategic communications and message plans. Promoted Academy messages through effective communication strategy. Managed Public Affairs Department activities including press and publications, and used strong organizational skills to juggle multiple projects. Gained extensive experience writing earned media, speeches, and written material designed for public and media distribution. Worked regularly with national, state, and local news media including the Capital Press Corps in Tallahassee.

**Journalism
Experience**

**Staff Reporter
The Orlando Sentinel, Tallahassee, Florida
August 1996 to May 2000**

As part of a team of staff writers in the Sentinel's Capital bureau, wrote general assignment stories and covered Florida legislative developments during sessions of 1996, 1997, 1998, 1999, and 2000.

**Editorial Assistant
The Orlando Sentinel, Orlando, Florida
November 1993 to August 1996**

As part of the newsroom staff, provided research assistance and covered a range of beats from local government to business and features.

Skills

Proficient with computer applications including expertise in all MS Office applications and desktop publishing skills including PageMaker.
Experienced in special event planning and execution.
Able to manage multiple projects on deadline, while possessing the flexibility to shift from project to project while exhibiting a team work ethic.

Education

University of Central Florida, Orlando, Florida
Graduated in June 1994.
Bachelor of Arts with a major in communications and print media

References

Professional and personal references available upon request.