

CHRISTINE MCDONALD

~ **Holistic Copywriter** ~

~ 42 Linden Road, Falmouth, MA 02540 ~ 508-444-6454 ~

www.the-Write-Copywriter.com

Boston, MA USA – Cape Cod, MA USA

OBJECTIVE:

Catalog, Collateral and Web Copywriting ~ Servicing Holistic Health, Healing Arts & Fundraising industry

SKILLS:

Strong writing and editing skills

Juggle multiple tasks

Work well under pressure, independently and with a team

Deadline and detail oriented

QUALIFICATIONS:

I've studied the **areas** of:

- web copywriting
- catalog copywriting
- fundraising copywriting
- newsletter writing (e-letters and hard copy content)
- general copywriting
- direct response copywriting
- public relations/entertainment writing
- creative writing and its many forms...I even do lyric and songwriting

SPECIALTIES:

I write catalog, collateral and web copy for the following markets:

- healing arts
- holistic health
- fundraising

PORTFOLIO:

Editing/Proofreading: prepared, edited and proofread legal transcripts giving specific attention to grammar, spelling, content and page layout under a deadline oriented environment

Brochure Copy: for youth organization, a writing class handout, copywriting business, Reiki practitioner

Letters and Appeals: for business, lawyers and private parties; to a public school board, a college readmissions board, a high school attendance committee.

Entertainment Industry: commentary, letters to the editor, artist promotions, CD/DVD opinion/critique.

Fundraising: appeal for an elementary school enrichment program; announcements, letters and posters for various school programs and fairs.

Miscellaneous: book review, song lyric, eulogy, resumes, cards, invitations, announcements, tee shirt.

Graphic Design: (not my specialty but) I have created graphic design for a variety of cards, invitations, announcements, tee shirt, brochures, posters.

Web Copy: Complete 11-page website from – idea conception – copy creation – look & feel

Teaching/Consulting/Mentoring: taught a creative writing class and assisted with college essay writing.

WORK HISTORY:

Copywriter (present); **Transcriptionist** (2003-present); **Freelance Court Reporter** (Boston 1979-2002)

EDUCATION:

- **Web copywriting** (ongoing)
- **Catalog copywriting** (2008)
- **American Writers and Artists Institute** (AWAI), direct response copywriting (2006-2008)
- **General Copywriting** (2003-2005)
- **Writing at Last**, creative writing (2005-2006)
- **Songwriting** (NSAI) Nashville Songwriters Association International (2004-2006)
- **Marketing course** (1993)
- **Creative Writing** (Institute of Children's Literature, Redding Ridge, CT-1979)
- **Associate in Science** Minor in Court&Conference Reporting, Mass Bay Community College 1979