

HOWARD NEWMAN

www.hncommunications.net

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WRITER/EDITOR/PUBLIC RELATIONS SPECIALIST

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

Well-rounded Writer/Editor 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 write and design marketing materials that readily communicate important messages and Web site copy that achieves search engine optimization (SEO). Capable public relations pro with a strong track record of media placements. Experience managing full-time staff as well as coordinating the efforts of vendors and freelancers.

Expertise includes:

Writing ... Editing

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

Public relations ... Publicity

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

Computer skills

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

JOB HISTORY

Writer/Editor/Public Relations Specialist HN Communications, Melrose, Mass.

2009 – present

Write, edit and design communications materials for a varied group of clients. Projects include marketing collateral, Web site content, Web design, 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 to educate Melrose citizens about ways they can save energy. Also assisted in the City's efforts to reduce energy usage. Designed and built 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

Helped raise the profile of a large nonprofit human services organization with placements in the Patriot Ledger, Boston Globe and many other local media outlets. Cultivated relationships with sponsors, donors, industry partners and outside agencies through writing, editing and public relations work. Supervised production of printed materials with vendors, graphic designers, printers and Web specialists.

- ◆ Managed an overhaul of the Vinfen Web site, with focus on developing new content, 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 is e-mailed to large audiences.
- ◆ Obtained media placements by writing and distributing press releases about Vinfen events, staff and clients.
- ◆ Wrote, edited and assisted in design of Vinfen's annual report.
- ◆ Implemented *CareVote* campaign, encouraging voter registration for staff and clients.
- ◆ Wrote, edited and designed brochures, fact sheets and other marketing materials.

Communications Director Consortium for Energy Efficiency (CEE), Boston, Mass.

1998 – 2007

As CEE's first Communications Director, helped increase membership and participation in the organization's programs by developing and implementing a broad-based communications to plan. Provided information, editorial assistance, graphics and other promotional materials for 90-plus members. Sourced and managed vendors, including graphic designers, printers and Web specialists.

- ◆ Coordinated a redesign of the CEE web site (www.cee1.org). Responsible for writing and maintaining the site.
- ◆ 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*.

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

Award-winning reporter, editor and page 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

PROFESSIONAL ORGANIZATIONS

Business Networking International, Wakefield, Mass., 2011 - present
Melrose Chamber of Commerce, Melrose, Mass., 2011 - present

COMMUNITY PROGRAMS

Founder, *Music in Melrose Coffeehouse*, monthly open mike for area musicians, 2006 - present
Organizer, *Helping Our Neighbors Concert*, annual benefit for Bread of Life food pantry, 2007 - 2010