

Shelby Swatek
2812 Judith Street
Metairie, LA 70003
504.455.7677

EDUCATION

Bryn Mawr College: B.A. in English: Includes classes at the University of Pennsylvania, Haverford and Swarthmore Colleges — additional areas of study include Marketing and Public Relations, Asian and European Art History, Architectural History, and Advanced French and Italian

SKILLS AND ABILITIES

Copywriting and Editorial Skills

- Talented copywriter and editor consistently delivering clear, targeted, and engaging copy
- 7+ years copywriting experience includes brochures, data sheets, direct mail and e-mail, web content, press releases, case studies, articles, lead generation copy, and more
- Solid writing skills with flexibility to write in a variety of styles for diverse audiences and media
- Experience successfully leading kickoff calls and interviewing experts for messaging content
- Optimal research and analysis, editing, and proofreading skills; thorough knowledge of grammar and punctuation

Marketing Communications Skills and Working Style

- Creative and effective marketing communications and PR strategist
- Excellent conceiving, design, and layout skills; experience working with designers
- Capable, talented manager of projects from concept to completion
- Ability to work well under pressure and adapt quickly to shifting priorities
- Personable, diplomatic, and confident; excellent communication skills
- Independent self-starter and team player; accountable and deadline driven
- Well organized and exceptionally detail oriented

EMPLOYMENT HISTORY

Marketing Copywriter and Editor: Swatek High-tech Communications January 2001 – Present

- Copywriter for marketing collateral, web copy, direct mail and e-mail, and more
- Ability to quickly grasp complex subject matter and write benefits-driven copy
- Clients include a variety of high-tech companies, from multi-national to startups
- Multiple projects with HP Software, including collateral, direct marketing, and more
- Agency experience includes Cisco direct marketing for BlueFish Communications
- PR and media relations specialist for software manufacturer DP Technology

Copywriter, Editor, and Proofreader: DynaMedia Inc., Glendale, California July 1999 – December 2001

- Editor and proofreader for advertising and marketing collateral
- Copywriter on a variety of projects, from packaging to press releases
- Project coordinator for large-scale publishing projects for McGraw-Hill and Glencoe
- Liaison between clients, project manager, and production team

Language Arts and Reading Teacher: The Arshag School, Hollywood, California September 1997 – June 1999

- Developed innovative English program for kindergarten, first, and second grades
- Dramatically improved students' English writing, reading, and speaking abilities
- Excellent relations with students, parents, fellow teachers, and administration

Channel Marketing Representative: Claris Software, Los Angeles, California January 1996 – January 1998

- Responsible for creating and maintaining strong channel relationships with retail and corporate resellers in the Los Angeles area
- Trained sales associates on Claris products, including the FileMaker Pro database, the Home Page website builder, and the Claris Works integrated software package

Employment History Page 2
(Continued)

Media and Corporate Communications Specialist: Stamford, Connecticut
Freelance for IBM, MCI, Xerox, GTE, and Independent Production Companies
September 1992 – November 1995

- Wrote scripts for video and multimedia productions
- Assisted in managing all phases of production
- Responsibilities included vendor selection, location scouting and management, shoot direction, on-camera interviews, publicity, and media relations

Film and Television Stuntwoman: New York, Los Angeles, and Various Locations
September 1989 – April 2000

- Performed various kinds of stunt work as a stunt double and featured performer
- Film credits include *Passenger 57*, *Replacement Killers*, *Die Hard III*, *The Cowboy Way*, *Money Train*, and *Starship Troopers*
- Actresses doubled include Mira Sorvino, Mariel Hemingway, and Kathleen Turner

For writing samples and more information please visit www.swatekhightech.com