# Mara Robinson

# Résumé

Mara@MaraRobinson.com 330.633.3233 www.SpinningWheelCreative.com www.MaraRobinson.com

Writer/Editor Marketing Communications Specialist Photographer

## Specialties

- Excellent writing, editing, proofreading, creative strategy and concept development skills.
- More than 10 years of experience writing and editing a variety of print and web communications on both the company and agency sides, including:
  - food, drink and recipes
  - feature and support articles
  - magazines and newsletters
  - web content
  - product descriptions
  - sales materials
  - advertising
  - branding and identity
  - product packaging
  - press kits
  - press releases
  - social media and more
- Developed a flair for creating engaging content, on-target concepts, and an ability to make even the most sensitive or complex subjects easily readable.
- Fantastic research, interview and follow-up skills.
- Advanced DSLR photography and raw conversion skills.

## Qualifications

- Knowledge of formal and informal English grammar, AP Style, The Chicago Manual of Style, and easily adheres to company style guidelines.
- Creative, innovative and proactive professional with outstanding communications talents and excellent attention to detail.
- Multiskilled professional with experience ranging from small businesses to international entities, educational institutions and government organizations.

## Computer Skills

**Mac and PC**

- Microsoft Office (Word, Excel, Outlook, Notes)
- Adobe Creative Suite (Light-room, Camera Raw, Bridge, Photoshop, Premiere, Acrobat Pro)
- Website content management and editing (WordPress, Drupal, Zenfolio)
- Social Networking, creating and maintaining professional pages (Facebook, Twitter, Instagram, LinkedIn)
- Image archive systems (PhotoShelter, proprietary)

## Education

**Kent State University, Kent, Ohio**

- Bachelor of Arts degree in English with a concentration on writing
- Honor Society
- President of The International Film Society

**Certificates**

- How To Write Better And Faster

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## Professional Experience

**Spinning Wheel Creative Communications, Tallmadge, Ohio (July 2005-Present)**
Writer, Editor, Marketing Communications Specialist, Creative Strategist, Photographer

- Researched, developed and tested dozens of recipes and articles about food and drink for a variety of skill levels, from simple weeknight meals to in-depth, advanced techniques.
- Researched, interviewed specialists, wrote and edited print and web articles, recipes and collateral about healthy food, drink and wellness for WellCorp, Cleveland Clinic, and Summa Hospitals.
- Developed excellent copy and concepts (print and web) for Louis Vuitton, Ocean Spray, Mayo Clinic, YMCA, Vision-Ease Lens, A.C. Moore, Time Warner and many more for NAS Recruitment Communications.
- Repeatedly demonstrated superior research, interview, writing and editing skills on various topics for Cleveland State University magazines, newsletters and online content.
- Completed high-quality research, writing and editing while crafting SEO web content and blog posts for Sheiban Jewelers, including the company history, client testimonial stories, and educational materials about fine jewelry and luxury timepieces.
- Demonstrated excellent research, writing, editing and interview skills as a communications specialist and copywriter/editor for Sherwin-Williams, KeyBank, Hillcrest Hospital, Adcom Communications and Geometry Global.
- Created eLearning course concept and copy for Roundtable Learning.
- Served as editor of two novels and the nationally distributed *Homestyles* magazine and contributed feature articles.
- Contracted long-term by the U.S. Department of Veterans Affairs to write and edit online training seminars for the entire agency.
- Photographed, developed raw images, retouched, and delivered thousands of final image files for hundreds of photoshoots, including corporate and social events, portraits and concerts. Earned 5/5 stars for every client review.
- Repeatedly hired as a photojournalist for *Cool Cleveland*, *I Rock Cleveland* and *Cleveland Free Press*, covering a range of events including The Pitchfork Music Festival, Riot Fest Chicago and The Nelsonville Music Festival.