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Recent Professional Experience

October 2012 – Present – Communications Consultant and Project Manager

- Researched and wrote the history of the San Francisco Section of the **National Council of Jewish Women** (founded in 1900), published in May 2015.
- Served as editor and primary writer of the second annual *Home+Garden* magazine published by the Magazine Group of the **Press Democrat** in Santa Rosa, CA. (Its sister publication is *Sonoma Magazine*.)
- Edited and managed production of *The Diary of Rynka Lipszyc*, by a 14-year-old girl in the Lodz ghetto. The book, consisting of the diary plus five essays written by Holocaust scholars, was found by a Soviet doctor at Auschwitz and held by her family for 60 years; it was published by **Jewish Family and Children's Services and Lehrhaus Judaica** in 2014 and will be published by HarperCollins in 2015.
- Wrote and produced the **Curry Senior Center** newsletter, published three times a year, as well as its Annual Report, 2013.
- Wrote a new brochure, newsletter, and website for **Walking Point Foundation**, helping heal combat vets through the arts (walkingpoint.org), 2013.
- Produced a video for the **Mounts Botanical Garden** in W. Palm Beach, FL interviewing seven staff and users and collaborating with the videographer on story flow and visuals, 2013. In 2014 was named the editor of its tri-annual 40-page magazine, *Leaflet*.
- Associate produced three videos shown at its annual gala for **JFCS** (jfcs.org), 2013.
- Served as copyeditor for the new release of *Sea Letter*, a semi-annual publication of the **Maritime National Park Association** in San Francisco (published in 2013).

February 2008 – September 2012—Director of Marketing Communications, Jewish Family and Children's Services of San Francisco, the Peninsula, Marin and Sonoma Counties

- Launched three websites for this large social service agency serving five counties in northern California: parentsplaceonline.org, jfcs.org, and cleanerific.org.
- Served as project manager and editor-in-chief for a book on the organization: *JFCS: Centuries of Pioneering*, published in October 2011.
- Produced 20 videos for the organization over the five years of my employment (see Video Gallery at www.jfcs.org).
- Managed all print, web, and email communications, plus advertising for the agency, including redesign and production of two semi-annual publications: *Outcomes* and *Generations*, and a monthly e-letter.
- Managed the Marketing Communications staff of three, plus multiple vendors and freelancers; reported to the Director of Development and Marketing and finally to the Executive Director.

November 2004 – January 2008 — Principal, Cooper Communications, San Francisco

- Writer/Editor, *12 Perspectives on Leadership: The McGrath Years* for the management consulting firm **PRTM** (prtm.com) (Boston).
- Founding Editor of a new magazine, *Supply Chain Leader*, for **i2 Technologies**, Inc. (Dallas).
- Marketing and Project Manager for nonprofit website development for the **Taproot Foundation** (San Francisco).
- Public Relations Co-Chair and Web Content Manager for **Rotary Club of San Francisco**.
- Assoc. VP, then VP for Marketing and Communications, **San Francisco Art Institute**; launched a new website for the school.

October 1996 – April 2004 — Director of Corporate Communications and Public Relations, Pittiglio Rabin Todd & McGrath (PRTM) (Boston and Mountain View)

- Launched and oversaw the firm's first website at prtm.com, which was ranked the best website in the consulting industry category by the Web Marketing Association in September 2003.
- Launched and edited an e-letter called *Management Insight*, which pulled targets to the website.
- Led the development of a marketing collateral program for the firm, including sell sheets, solutions pamphlets, the firm brochure, executive briefings, conference presentations, white papers, and PRTM's benchmarking newsletter, *Signals of Performance*.
- Launched and managed development of the firm's 4-color primary publication on management issues, *Insight* magazine, serving as its editor-in-chief.
- Edited the book *Product Strategy for High-Technology Companies* (New York: McGraw-Hill, 2001) as well as two other books from PRTM for McGraw-Hill,

published in spring 2004: *Next-Generation Product Development and Strategic Supply Chain Management: 5 Disciplines for Top Performance*.

- Reported to the company's founders and managing partners, Michael McGrath in Boston and Robert Rabin in Mountain View.

Earlier Professional Experience

- Editor of the ***Denver Post's*** Sunday magazine and 20 special sections annually, ranging from fashion to finance; reported to the paper's editor, David Hall.
- Founding editor of a magazine called *Global Production* for **New Hope Communications** (now owned by Penton Media); reported to the publisher, Doug Greene.
- Editor-in-chief of *Expansion Management* magazine, about doing business in Europe and Asia, for the same company (New Hope); reported to the publisher, Richard Paradise.
- Freelance editor of eight scholarly books in the social sciences for **Westview Press**, Boulder, CO.
- Editor at the **Massachusetts Institute of Technology**, in Cambridge, MA (for the Dept. of Nutrition and Food Science, now the Health Sciences division), and at **Cornell University**, in Ithaca, NY (for the College of Engineering).
- Led development of content for a book about diversity with its psychologist/author, Anthony Ipsaro; published in 1997, it's entitled *White Men, Women & Minorities in the Changing Work Force*.

Education

- Completed coursework for the M.S. in Mass Communications (all but thesis, though I wrote a two-part series for the Boulder newspaper as a result of my research), **University of Colorado, Boulder** (minored in modern art).
- Earned the B.A. "with distinction in English" from **Emmanuel College**, Boston (minored in psychology).
- Graduated from **North Quincy High School**, Quincy, MA.

References furnished upon request