

Christin Whittington

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SUMMARY

Twenty-five years in Marketing and Communications Writing / Editing, including Graphic Design and Project Management. Specialties in healthcare and publishing.

PROFESSIONAL EXPERIENCE

SOLUTIONS IN WRITING

1995 – Present

Contract Editor, Grantwriting

Emory University, Rollins School of Public Health, Atlanta, GA 2016

- Assisted with research and editing for two grant proposals, one (in conjunction with Morehouse University) to the Department of Health and Human Services, Office of Minority Health, and one (a five-year omnibus grant) to the National Institutes of Health.

Contract Writer / Editor

The Coca-Cola Company, Atlanta, GA, 1995 – 1997 and 2000 – 2010

- Customer & Commercial Leadership and Connecting with Customers
Developed, wrote and formatted global business training materials (facilitator-led and online interactive); Maintained version control as library materials manager; Worked with instructional designers, subject matter experts (SMEs); Served as team liaison with bottling companies
- TravelSmart
Collected and compiled data from 46 disparate regional policies; Edited and rolled out one company-wide Travel & Entertainment Policy; Honed 8 sets of regional / divisional Group Procedures; Collaborated with global team, liaised with web designers
- Global Stewardship
Researched and wrote content for new intranet site on the company's ecological initiatives

Website Content / Design

Ongoing: providing content writing and editing for existing websites, as well as design assistance (using WordPress and Weebly) for new websites including:

- Azalea House – Personal Care Home – www.azaleahousecarehome.com
- Robbin L. Marcus – Certified Alexander Technique Teacher – www.robbinlmarcus.com
- Ginger Lyon, RN – Geriatric & Foot Care Nurse – www.onegoodnurse.com
- Peter Bull Woodworks – Art Furniture, Timber Frame – www.peterbullwoodworks.com
- Sautee-Nacoochee Center – Contra Dance events website – www.sauteecontra.com

Copy Editor / Book Editor

- *Drawing Solutions: How Visual Goal Setting Will Change Your Life*, by Patti Dobrowolski. Seattle, WA: Creative Genius Press, 2012.
- *Winning the Mind Game: An Adventure in Consciousness*, by Bernice Werzberger and Pat Merritt. Atlanta, GA: Bayla Books, 2013.

Freelance Copywriter / Writer / Editor

Internet Security Systems, Atlanta, GA, 2005 – 2006

- Wrote white papers, case studies, monthly online newsletter
- Edited all internal and external marketing communications
- Interviewed SMEs and customers: Baylor University, J.B. Hanauer & Co., ZooAtlanta

Gwinnett Business Journal, Lawrenceville, GA, 2005 – 2006

- Wrote feature articles and profiles of business professionals including: innovative doctor's office, multi-lingual hospital services, computer forensics, professional organizers, on-demand skills training, Master of IT internship program

State of Georgia/Merit System, Atlanta, GA, 2001 – 2002

- Wrote, edited and designed statewide quarterly newsletters: *The Georgia Statement* (circ. 90,000 employees) and *Executive Vision* (circ. top-level state officials)
- Produced special focus issue on government preparedness in wake of 9/11 attacks

Atlanta Women's Fund (with 360° Advertising Agency), Atlanta, GA, 1997

- Wrote inaugural annual report: an ongoing recruitment and fundraising tool for organization

BILL COMMUNICATIONS, Atlanta, GA

1997 – 2000

Group Promotion Manager, FT Employee

- Wrote brochures, media kits, news releases, business letters and other collateral materials
- Worked on startups and existing B2B magazines (retail design, apparel, sporting goods, automotive)
- Wrote GlobalShop trade show marketing for exhibitors and attendees
- Created corporate image campaign
- Developed monthly staff training workshops

AYDLOTTE & CARTWRIGHT ADVERTISING, Atlanta, GA

1994 -1995

Copywriter Specializing in Healthcare, FT Employee

Clients included: George Washington University Hospital, Medical College of Georgia, New York University Hospital, University of Virginia Medical Center, Illinois Power, Emory Vision Correction Center

- Wrote recruitment ads, magazine campaigns, radio, TV, direct mail, multi-level marketing brochures
- Created training and business videos for hospitals, healthcare-related organizations

SKILLS AND INTERESTS

Former VP, Chattahoochee Country Dancers Steering Committee
Volunteer Speaker Manager, Decatur Book Festival
Producer, director, camera operator, public access cable TV
Hands-on house renovation, Habitat for Humanity
Reflexology, Jin Shin Jyutsu and Master-level Reiki practitioner
Tai Chi and Qi Gong teacher working with seniors and other special populations
Member, American & Georgia Herbalists Guilds, Georgia Native Plant Society
Bicycling (3 BRAG rides), canoeing (Okefenokee), dancing (contra, waltz, folk)

MacIntosh platform: Adobe InDesign, Photoshop, Acrobat Pro, Illustrator, Dreamweaver;
Microsoft Word, PowerPoint, Excel; QuarkXpress; HTML

Windows platform: Microsoft Word, PowerPoint, Excel, Adobe Acrobat, Pagemaker

EDUCATION

The Portfolio Center, Atlanta, GA. Copywriting Certificate
Medaille College, Buffalo, NY. B.S. Arts Management, Magna cum Laude
Georgetown University, Washington, DC. Attended School of Foreign Service