

Serena Cavanaugh
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Objective: To pay rent, purchase groceries, etc while satisfying all your writing needs

PROFILE

- Six years of professional experience writing and editing materials for corporate departments and consumers, as well feature as articles, and creative fiction
- Clear, concise, and easy-to-understand writing style
- Strong ability to synthesize complicated ideas into everyday language
- Adept at writing in different voices for diverse projects, clients and audiences
- Excellent project-management skills and deadline driven – created 3 extensive help systems and a knowledge base within 6 months
- Adaptable to various working conditions – worked as a consultant and as an employee for large corporations, start-ups, public relations firms and sole proprietors

HIGHLIGHTS

Recent Works:

- Page Mill Publishing – research and summarize current civil cases for weekly and monthly litigation newsletters
- BridalBijou.com – developed website content and brochure content.
- Made in Stone – edited brochure content and catalog
- ExecutiveWorld.com – developed direct marketing brochures, welcome packet content, and edited website content
- *Now What?* – feature article, “The Other Side of Love”
- *Beholding Beauty* – completed novel

Completed Projects:

- Press Releases
- Indexes
- Brochure content
- Novel
- Feature articles
- Web-based answer centers
- Printed user manuals and guides
- Internal Sales Guides
- Website content
- Catalog descriptions
- Internal knowledge base
- Product Release Notes
- Public Service Announcements
- Short stories
- Customer intro/welcome packets

Work History

1999-2002, 2005-present	Freelance Writer Made all deadlines for completed writing assignments
2000-2001	Technical Writer, Collabria, Inc. Developed and wrote all documentation for B2B software
1999-2000	Assistant Account Executive, Miller Shandwick Technologies Researched, pitched press opportunities, and wrote supporting docs
2002-2006	Personal Banker, Wells Fargo Ranked in the top ten percent of all bankers in the entire S.F Bay Area.

Education

- Santa Clara University (12-99) B.A. English
- Santa Cruz Extension Index Class

Awards

- Cum Laude Graduate
- Dean’s List
- SCU Scholarship
- Member of Sigma Tau Delta English Honor Society
- Presidential Scholarship

Technical Skills

- Standard office applications
- RoboHelp
- Some PhotoShop
- Some FrameMaker