

JIM PUBLICOVER

WRITER & EDITOR

Exceptional editor and energetic copywriter who truly enjoys tinkering with language on a mechanical level. A published poet looking to work daily with the written word. Northwestern University graduate of distinguished creative writing program headed by Mary Kinzie.

To the hiring manager,

I am presently freelancing after being let go in June from my last position as copy editor at Trone Brand Energy—they lost a high-profile client. I was the copy editor for three years and did some freelancing for other clients from time to time. I am building on 10 years of experience with the written word in the legal, advertising and educational industries, including some creative writing and blog content generation.

I believe that every client has a unique voice, and it is the responsibility of the writer and editor to match it in every communication. Sometimes this is done through diction and tone, but the mechanical aspects of punctuation and syntax cannot be overstated.

Personally, while I understand the need for semicolons, I do not like them and use them only when necessary according to the Chicago Manual of Style or the AP Stylebook.

Thank you for taking the time to review my résumé. If you have any questions or would like to have a conversation about my qualifications, feel free to contact me.

Sincerely,



Jim Publicover

JIM PUBLICOVER

WRITER & EDITOR

EXPERIENCE

CONTACT

PORTFOLIO

jimpublicover.com

Please direct all inquiries to the contact form on my website.

EDUCATION

NORTHWESTERN UNIVERSITY

Evanston, Illinois

Bachelor of Arts in English
Major in Creative Writing
(Poetry)

2012–2015

VARIOUS Greensboro, NC
Freelance Copywriter and Editor

2012–2015

TRONE BRAND ENERGY High Point, NC
Copy Editor

- Edit print, audio, Internet and television communications for each client (including the North Carolina Education Lottery, Greenies, Michelin and Ingersoll Rand), paying special attention to grammar, consistency, brand voice and brand standards, ensuring effective messaging
- Write website copy for interactive clients, deepening the brand voice of each
- Write press releases on behalf of the clients and the agency itself, accurately conveying news and events
- Maintain style guides for the agency as they evolve per client preference, guaranteeing a consistent voice for each communications piece

2011–2012

VARIOUS, Chicago, IL
Freelancer, Nonprofit and Advertising Sector

- Ghostwrite letters, press releases and editorials for a number of organizations from Working Bikes to Syngenta, providing quick turnaround and accurate transmission of news, events and opinions

2009–2011

ILLINOIS NETWORK OF CHARTER SCHOOLS, Chicago, IL
Communications Manager

- Manage the organization's media outreach and press inquiries, including writing, editing and distributing press releases and promotional material on behalf of the organization or its member schools, painting an accurate and compelling picture of the Illinois charter school sector
- Oversee production of promotional and advocacy material such as postcards and pamphlets for special events like the Statewide Charter School Conference and the Teacher Job Fair, each order exceeding 500 individual pieces
- Plan and implement the organization's presence online, which includes website updates and maintenance as well as Facebook and blog postings, making the organization more accessible as an authority on education reform
- Create and manage communications plans for the organization's events and related campaigns, ensuring the highest visibility in both traditional and online media

2007–2009

TRONE ADVERTISING, High Point, NC
Assistant Account Executive, Uniroyal Tire account

- Write, edit and pitch press releases to national media outlets in order to best target the client's core demographic
- Oversee all aspects of the production of promotional material for the Uniroyal Soccer Program, ensuring timely delivery for every step of the production schedule
- Write and edit white papers and abstracts for the veterinary health team

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EXPERIENCE *continued*

CLIENTS

- NC Lottery
- Greenies
- Salem Leasing
- Ingersoll Rand
- Greensboro Imaging
- Boy Scouts
- Michelin
- Al Capone
- Phillips Collection
- Glen Raven
- Marine Leadership
- Contracts Law Group
- Wogrammer
- Greensboro Partnership

SKILLS

EXPERT KNOWLEDGE:

- Chicago Manual of Style
- AP Stylebook
- Garner's Modern American Usage

COMPUTER SKILLS:

- PC & Mac
- Microsoft Office
- Expression Engine
- Wordpress
- FreshBooks
- Microsoft Outlook
- Theater Manager
- 77 wpm typing speed

- Oversee the client's online and social media campaigns, which includes blog pitching, blog portal maintenance, Facebook fan page maintenance and web-site quantification, bolstering the client's online visibility with more than 7 million Internet impressions

2007

THE RUSSELL AGENCY, Winston-Salem, NC

Freelance Copywriter

- Write advertising copy to give a clear, concise and creative description of products, services and events

MAMA MIMI'S TAKE 'N BAKE PIZZA, Columbus, OH

Communications Manager

- Co-write training manual covering all areas of shop operation and POS procedures, totaling 75 pages, allowing owners to ensure consistency when they began franchising in 2008
- Approve final edits of training manual, reading for accuracy and consistency
- Manage a small staff at one of the store's branches, engaging in all aspects of pizza preparation and sale
- Lead project to redesign the format of Mama Mimi's POS system, enabling workers to ring out customers in one-fifth the time

2005–2006

AMERICORPS PROJECT YES!, Chicago, IL

AmeriCorps Team Member at the Vittum Theater

- Head a library renovation project covering more than 4,500 copies of 3,000 individual titles
- Teach two small poetry classes to high school students at Noble Street Charter High School, focused on slam and free verse, deepening students' understanding of poetry
- Co-teach arts integration classes to two elementary classes of 30 students each at Gladstone Elementary, exposing students to the theater arts for the first time
- Write educational articles for curricular literature distributed to the Vittum's audience, giving teachers a way to tie the shows to classroom lessons
- Design and implement a props and costumes database with more than 1,000 entries for the Vittum Theater, allowing it to rent the items and generate income

2004–2005

LECG LEGAL CONSULTING, Evanston, IL

Case Assistant

- Edit expert reports according to the Chicago Manual of Style, checking for grammar, consistency, accuracy and cohesion, ensuring accuracy when the experts testified
- Create and manage case libraries and indices for seven legal defense teams on Microsoft Excel, allowing quick access and recall of vital information
- Sort and record incoming documents and place them in case library binders