

MYRA L. VAN CAMP VANDERSALL

731 Yale Avenue
St. Louis, Missouri 63130

<http://wilsonmonnig.com/Myra>
<http://wilsonmonnig.blogspot.com/>

314.518.1451 or 314.725.1059
mvandersall@gmail.com

Summary

Proven skills in marketing, creative services, print management and cost containment. Use writing, editing and project coordination talents to maintain steady, consistent workflow under tight deadlines with high-end results.

Skills

Creative services project coordination • Writing/Editing • Blogging • Marketing/Direct mail • Print management

Technical Skills

QuarkXpress InDesign Microsoft Office/Publisher Mac and PC platforms

Professional Experience

Wilson Monnig Creative, St. Peters, MO

Freelance senior writer, editor, proofreader

2009

Contract assignments focus on website and book editing, proofing, news releases and blogging. Use SEO writing techniques to increase client's exposure on the web and in print.

- Write blogs for St. Charles, Missouri, real estate agents. Research and fact check trends in local, state and federal housing market. Verify local housing market advantages of 2009 economic stimulus package. Blogs distributed to 3,800 residents via e-newsletters and posted on Blogger, LinkedIn, Active Rain, Facebook, MySpace and Twitter.
- Write news releases that are distributed through print, online press release sites and social media outlets relevant to client's services and marketing plans.
- Edited internationally distributed book *The Five Dangerous Trends Concerning Kids, Technology and the Internet* ISBN: 978-0-578-00094-7.

Recipient, 2009 Apex Award For Publication Excellence in Media Kit & News Release Writing

National Prearranged Services, Inc. St. Louis, MO

Marketing Specialist, Writer, Editor, Creative Services Project Coordinator

1999 to 2008

- Marketing and public relations expertise supported corporate sales expansion from \$2 million to \$100 million per year in a seven-year period. Sales territory expanded from five to 19 states.
- Wrote all company public awareness brochures, newspaper display ads, radio spot announcements, news releases and website copy. Also authored in-depth features articles for industry publications.
- Initiated creative branding for company marketing materials. Collaborated with finance, purchasing and vendors to produce high end products with successful cost containment.
- Simplified marketing message and reduced overall publications by 35% while increasing quality and sales and decreasing printing budget.
- Coordinated and edited five-booklet grief recovery program, *New Beginnings*, distributed to more than 900 families.
- Developed marketing strategies for participating business partners to increase public awareness and advantages of insurance product in their communities.

Education

Bachelor of Science, Journalism/Photojournalism
Chancellor's Certificate on the Computer
Electronic Art and Publishing emphasis

Bowling Green State University, Bowling Green, OH
University of Missouri-St. Louis 2009