

**Ann Voorhees Baker**  
**writer, web designer, social media marketing specialist**

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## Skills

### **Writing**

Blog posts, articles, books, web content, marketing copy, ad copy

### **Website Design & Development**

Sites created using WordPress

### **Social Media Marketing**

Facebook ad creation and placement

Social media postings

Email marketing campaigns

## Areas of Writing Expertise

### **Medicine**

### **Women's Issues**

### **Law**

### **Aging**

## Current Projects

**Ghostwriter and web designer for a nonprofit medical organization** focused on a common medical condition that's the third leading cause of death in the US. Manage editorial calendar, research, writing, formatting, web traffic optimization, and social media postings including email campaigns. Frequency; weekly.

**Ghostwriter for a website on housing trends for single women over 50.** Responsible for editorial calendar, research, writing, formatting, web traffic optimization, and social media postings including email campaigns. Frequency; weekly.

**Ghostwriter for an attorney's books on an evergreen topic of concern to women.** The first book I wrote for the client was published in May 2017. I'm currently writing a sequel which is expected to be published in the spring of 2019.

**Regular contributor to sixtyandme.com.** Frequency; monthly.

**Owner of the womenatwoodstock.com website,** for which I create the website's design, perform webmaster duties, blog regularly, and conduct social media marketing and online advertising campaigns.

## Past Projects

**Content writer and web designer** for a variety of clients, including:  
womens-advantage.com – pelvic physical therapy practice  
greatlabels.com – designer clothing consignment shop in Santa Monica  
bohmphotography.com – portrait & publicity photographer in Los Angeles

## Previous Writing Experience

Founded and for fifteen years published *Family Times of Cleveland*, an award-winning regional parenting magazine.

Copy edited trade and textbooks for Scribner's, Harcourt Brace Jovanovich, and Prentice-Hall.

Published two legal articles on transnational radiation pollution in the *Case Western Reserve Journal of International Law*.

## Past Positions

**Director of Communication & Marketing**  
CH-UH School District  
Cleveland Heights, Ohio  
2003 to 2005

**Real Estate Attorney**  
Private Practice  
New York City  
1983 to 1986

**President and CEO**  
Hearth Marketing & Media, Inc.  
Cleveland, Ohio  
1988 to 2003

**Enforcement Attorney**  
U.S. Environmental Protection Agency  
Region II – New York City  
1980 to 1983

## Degrees

J.D., Case Western Reserve University School of Law  
B.S., UCLA, cybernetics (premedical studies and engineering)

## References

Available upon request