

ANN VOORHEES BAKER

■ (310) 947-1069 ■ AnnVoorheesBaker@gmail.com ■ [linkedin.com/in/annvbaker](https://www.linkedin.com/in/annvbaker)

SUMMARY

Writer and editor who produces high-quality written works ranging from book-length manuscripts to blog posts, and WordPress website designer and developer for a variety of industry categories. Depth of knowledge includes interviewing, research, writing, blogging, content writing, editing, WordPress website design and development, and social media marketing. Background in law, science, technology, and issues of women and aging. Meets deadlines for both long-term and quick-turnaround assignments.

SKILLS & EXPERTISE

Writing • Editing • Copy Editing • Proofreading • Ghostwriting • Creative Content Development • Web Content Writing • Blogging • Interviewing • Research • Chicago Manual of Style • AP Stylebook • Social Media Marketing • SEO • WordPress Website Design & Development • Website Management

EXPERIENCE

PULMONARY EDUCATION AND RESEARCH FOUNDATION | Lomita, CA

Content Writer, WordPress Designer, Social Media Marketing Manager 2015 – 2019

Designed and developed a new company website, managed editorial calendar; researched, wrote, and uploaded weekly blog posts and monthly newsletters. Posted social media updates, created weekly email campaigns.

- Wrote 243 blog posts, and 238 email campaigns which were opened and read 50,944 times.
- Created a Facebook page and ran ad campaigns which generated 222,156 impressions and 8,067 link clicks.
- Created and mounted a Facebook video ad campaign that generated 1,227 email subscribers.
- Wrote and designed an e-book that attracted 351 email sign-ups within 6 months.

ROOMMATES 4 BOOMERS | Portland, OR

Ghostwriter, WordPress Designer, Social Media Marketing Manager 2013 – Ongoing

Manage editorial calendar; research, write, upload, and format blog posts. Ghostwrite guest posts for outside websites. Post social media updates and create and publish periodic email campaigns. Webmaster for client's blog website, which I designed and developed to integrate with client's main website.

- Ghostwrite blog posts for the company owner on and off site; a total of 142 to date.
- Write blog posts under my own byline as a contributor; a total of 67 to date.
- Created a company Facebook page; create and manage Facebook posts and ad campaigns.

SIXTY AND ME | Zug, Switzerland

Contributing Writer 2016 – Ongoing

Contribute monthly articles on tech geared to the over-60 reader.

EDUCATION & CERTIFICATION

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

APPS | SAAS

Microsoft Office Suite/365 (Word, Excel, PowerPoint), Adobe Acrobat, WordPress, HTML, CSS, PicMonkey, Wufoo, Robly, Constant Contact, MailChimp, VideoPad Video Editor, Google Analytics, Facebook/Instagram Ad Managers

ADDITIONAL EXPERIENCE

FAMILY LAW ATTORNEY | Miami, FL

Ghostwriter

- Developed an outline, conducted research, and wrote summary chapters for an expert advice book.
- Wrote book-length manuscript with footnotes and made client-directed revisions.
- Copy edited the publisher's final manuscript proof.

INKINC PUBLIC RELATIONS | Kansas City, KS

Ghostwriter, Public Relations Professional

- Interviewed clients and ghostwrote opinion pieces for submission to regional and national news outlets.
- Wrote and distributed press releases.
- Consulted with clients on strategic planning for media positioning and messaging.
- Pitched media outlets on client expertise and company and product developments.

CLEVELAND HEIGHTS-UNIVERSITY HEIGHTS BOARD OF EDUCATION | Cleveland, OH

Director of Communication & Marketing

- Directed the redesign and management of the official district website.
- Oversaw the design, content, printing, and distribution of all district print materials, including newsletters, board reports, school informational booklets, flyers, posters, and promotional items.
- Advised the school superintendent regarding public relations matters.
- Wrote press releases and speeches, functioned as district spokesperson, and liaised with print, television and radio outlets.

HEARTH MARKETING & MEDIA, INC. | Cleveland, OH

President and CEO

- Founded and for fifteen years published *Family Times of Cleveland*, an award-winning regional parenting magazine, circulation 52,000.
- Created and executed multi-tier marketing campaigns, including print, radio, television, billboards, posters, annual reports, newsletters, and event planning for The Early Childhood and Prenatal Initiative programs of Cuyahoga County and for Healthy CMHA, a nonprofit organization serving the Cleveland Metropolitan Housing Authority.

U.S. ENVIRONMENTAL PROTECTION AGENCY, REGION II | New York, NY

Enforcement Attorney

- Brought administrative enforcement actions against companies operating in New York, New Jersey, Puerto Rico, and the Virgin Islands.
- Published two legal articles on transnational radiation pollution in the *Case Western Reserve Journal of International Law*.

HARCOURT & PRENTICE HALL | NY & NJ

Copy Editor, Indexer

- Copy-edited and indexed trade and textbooks.