

Laura L. Speek, MBA

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Profile

Prolific writing professional with a combination of technical and creative content skills, and proven ability to communicate with a variety of audiences

- Develops content, handles re-writing, editing and proofreading for style and standards, ensuring consistent messages align with brand
- Identifies target audience, clarifies brand and message, and delivers content for marketing communications campaigns
- Efficiently manages writing projects from definition of scope and requirements through delivery on time and within budget

Professional Experience

Right Now Writing, Littleton, CO (2008 to Present)

Principal

Provides a broad array of writing, editing and internet marketing consulting services, including manuals, blogs, press releases, executive profiles, articles, marketing brochures and sales literature

- Creates crisp, effective copy that communicates the intended message for a variety of audiences, including scientific, technical and lay people
- Researches complex topics, quickly becoming a subject matter expert and distilling core messages and concepts for multiple audiences
- Provides SEO internet services resulting in improved page rankings and more persuasive, targeted website content

St. George's Lodge, Belize

Blackburn Accountancy Corporation, Huntington Beach, CA

Full-time Parent, Part-time Volunteer & Paid Positions (1991 to 2008)

- Managed stateside accounting and sales for international diving lodge
- Certified SCUBA diving and dance fitness instructor
- Active school parent volunteer and Executive Board Member of youth sports organization

Ips Publishing, Westlake Village, CA (1980 to 1990)

Co-Founder – Publisher of Educational Books and Software

- Instrumental in growing a start-up company into a thriving enterprise with \$1 million in annual revenues
- Led project management including writers, programmers and editors, effectively clarifying objectives and improving productivity
- Established clear communication channels with clients and internal team, significantly enhancing delivery of top-quality products while ensuring strong profit margins

Related Skills

Writing & Editing

Blogs
Content Editing
Creative Content
Executive Profiles
Informational Articles
Magazine Articles
Internet Content
Marketing Brochures
Newsletters
Persuasive Copy
Policy & Procedure Manuals
Print Ads
Technical Writing
Textbook Editing

Editorial Project Management

Information Gathering
Copy Development
Project Flow
Scheduling Priorities
Team & Budget Supervision

Continuing Education

WordPress
Content Management Systems
Website Development
Internet Marketing
Certified Professional in
Project Management &
Six Sigma Black Belt
(SSBB Course in Progress)
Certified in English
Proofreading Skills
AP Editorial Style
Certificate of Mastery
Instructional Design

Education

MBA, University of Southern California, Los Angeles, CA, Marketing emphasis
Bachelor of Arts, *cum laude*, Pomona College, Claremont, CA

Computer Skills

Advanced proficiency in Microsoft Office Suite – Word, Excel, PowerPoint
Internet Content Management Systems – WordPress, Paint.net, FTP, Basic HTML, Video Conversion software

Professional & Community Affiliations

Member, Association of Professional Business Writers
Member, Rocky Mountain Chapter of ASTD (American Society for Training and Development)
Volunteer, Friends for Others, volunteer projects for the elderly and disadvantaged members of the community; mentor for at-risk women
Volunteer, Sweet-Dream-in-a-Bag, serving children in transition
Volunteer, Treasurer and Parent-Organizer, local baseball leagues, 10 years
Volunteer, Teaching Assistant, Kindergarten – Third Grade, Sunshine Math Program, 4 years

Comments of Colleagues

“Laura has a wonderful ability to master technology quickly and accurately. Her writing is thoroughly professional and she demonstrates a savvy focus on key concepts and developing messages in a style that resonates with the target audience.”

Corrinda, Principal, Small Business WordPress Services

“It is without hesitation that I can assure the quality, value and technical ability of Laura’s writing talents . . . She is consistent, reliable and is undoubtedly an asset to any publisher she writes for . . . she is a truly gifted and talented writer . . . we are thrilled to have her on our staff.”

Jeanne, Managing Editor, Problem Solved Daily