

Nina R. Welding
50770 Woodbury Way
Granger, Indiana 46530
(574) 272-0450
casawelding@aol.com (home)
nwelding@nd.edu (work)

Summary

Professional with 20 years in communications seeks home-based writing/editing/proofing opportunity. Meticulous. Experienced. Comfortable with a variety of software programs. Understands deadlines.

Experience

UNIVERSITY OF NOTRE DAME— Notre Dame, Indiana

Associate Editor, Engineering Graphics & Publications — October 1998 to present

Serve as primary interviewer, writer, and editor for College of Engineering publications, which include an annual research magazine, biannual newsletter, Web sites, departmental brochures, and various student recruitment materials. Work with designers in the Engineering Graphics Office and other campus communicators to successfully distribute news regarding the college, faculty, and students to various audiences. Develop and implement strategies (marketing plan) aimed at reaching the goals of the college in a measurable and cost-effective way.

Bj THOMPSON ASSOCIATES, INC. — Mishawaka, Indiana

Account Executive/Copywriter — January 1993 to October 1998

Responsible for the long-range and day-to-day activities of several clients, national and local. Duties included monitoring work flow, daily client contact, troubleshooting as necessary, proofreading all materials for client/client's audiences, billing, media planning, marketing planning and implementation, research, and copywriting. Worked closely with art department and production departments/facilities to ensure printed/produced materials were of highest quality possible, at budget, and on time. Served dual role as account executive and agency copywriter from 1996 to 1998.

Freelance Developer/Writer of Marketing Communications Plans for New Business Pitches and Desktop Publishing — November 1992 until full-time employment in January of 1993

Served as marketing researcher/plan writer for new business prospects. Worked with account supervisor to develop plans for business development of new and existing clients. Duties included marketing planning, research, media planning, and writing.

FREELANCE ARTIST

Juhl Marketing Communications (previously The Juhl Agency in Elkhart) — Mishawaka, Indiana

Desktop Production Artist — September 1992 through November 1992

Served as freelance production artist, assisting art directors in creating printer-ready files of various types of collateral material.

RICHARD HARRISON BAILEY/THE AGENCY — South Bend, Indiana

Production Manager/Client Service Representative — April 1991 to September 1992

Developed and maintained production schedules and specifications, selected and coordinated with vendors/suppliers for timely and price-conscious production of projects, counseled in time management and prioritization of projects, monitored quality of work presented to clients, proofread all materials in conjunction with copywriter, liaison with client, generated estimates for services/production, assisted in client billing, managed media/vendors/suppliers for clients, and wrote marketing communications/advertising plans as time allowed and account executive needed assistance. Heavily involved in creative process, as was entire account team; often contributed copy/headline recommendations.

IMPRINT, INC. — South Bend, Indiana

Client Service Representative — September 1990 to April 1991

(Agency went bankrupt; I sought another position. Richard Bailey was account supervisor at Imprint who, when he started his own agency, asked me to join him.) Developed and maintained production schedules for projects, tracked, and routed projects through agency, assisted art department with production art as needed, proofread materials before presentation to clients, managed client approval forms, client liaison on daily basis, worked with account executive to service clients, maintained keyline/art files, and managed project information.

Bj THOMPSON ASSOCIATES, INC. — Mishawaka, Indiana

Assistant Account Executive — October 1987 through February 1989

Developed, presented, and implemented comprehensive marketing/advertising programs for current clients and for new business prospects. Was responsible for media analysis, recommendations, and implementation of plan with media representatives. Majority of work was accomplished in print media with experience in video production. Was also responsible for meeting planning for two major meetings per year for large corporate client (smaller meeting featured 250 attendees while larger meeting boasted over 400 attendees), and general client liaison. Assisted copywriter in overflow times and/or on smaller projects.

THE JUHL AGENCY — Elkhart, Indiana

Assistant Account Executive — April 1986 through October 1987

Compiled competitive background material and market research in preparation for marketing programs, developed marketing plans and budgets in conjunction with account executives and supervisors, presented plan to client, formulated media strategies and recommendations for market and reach, and acted as client liaison with the rest of the account team.

Account Coordinator — May 1984 through April 1986

Trafficked ads, brochures, and catalogs from concept to production and delivery, coordinated agency personnel for efficient and timely delivery of projects, and assisted in preparation of marketing proposals.

Copy Editor — April 1983 through May 1984

Edited copy produced within agency for spelling, punctuation, sense, and client style as well as proofed type galleys, keylines, and cromalin proofs for accuracy. Also provided copywriting as needed.

Education

ANDREWS UNIVERSITY — Berrien Springs, Michigan

Semester of graduate studies in English, postponed when hired by Juhl as full-time editor.

BETHEL COLLEGE — Mishawaka, Indiana

Graduated magna cum laude in May 1982 with a B.A. in English. Honors/activities included: WHO'S WHO IN AMERICAN COLLEGE STUDENTS, student council, tutoring of general public and Bethel students in basic Spanish as well as reading/writing skills, academic affairs committee, and traveling drama troupe.

SWARTZ CREEK HIGH SCHOOL — Swartz Creek, Michigan

Graduated with honors in 1978. Major area of interest was English.

Additional Skills

Adept in: Quark XPress • PageMaker • Adobe PhotoShop and Illustrator • Microsoft Word • PowerPoint • Excel

Hobbies/Activities

Furniture/upholstery • Co-director and writer for church drama team • Reading • Baking

References and samples provided upon request.