

## Who I Am

A creative writer who understands the alchemy of pouring words into various molds to suit the needs of my clients. An editor who can carve a promising block of copy into a compelling sculpture of sense. A creative pro who can field any deadline thrown my way.

## What I Write

**Science** ([Discovery Channel](#)); **Travel** ([Islands Magazine](#)); **Nature** (PBS); **General Knowledge** ([howstuffworks.com](#), [Mental Floss](#)); **Health/Fitness** ([Discovery Health](#)); **Lifestyle** ([Time Out Singapore](#)); **Home Improvement** ([Angie's List](#)); **Technology** ([chron.com](#), [Salon.com](#)); **Hotels and Inns** ([i-escape.com](#), [about.com](#)); **Food and Wine** ([I-S Magazine](#))

## What I've Done

### **Owner/Writer** ■ *Clear Cut Creative, USA (May 2001-Present)*

Provide editorial and advertising content for a broad-range of clients. Includes blog posts, feature articles, newsletters, email efforts, direct mail packages, brochures and more.

### **Writer** ■ *CNET, USA (February 2014-Present)*

Contribute daily stories from the realms of science, medicine, technology and geek culture to CNET's Crave blog. Conduct interviews with scientists and researchers and distill complex jargon into everyday language to fit with the hip and slightly irreverent tone of the site.

### **Marketing Communications Manager** ■ *Lime & Tonic, Prague (Oct 2011-May 2012)*

Wrote and edited copy for online specials, global blogs and e-newsletters for Lime & Tonic, a luxury dining, adventure and travel curator. Developed worldwide editorial guidelines and standards. Created press releases to communicate and promote corporate vision.

### **Regular Contributor** ■ *Discovery Networks, USA (April 2008-Oct 2011)*

Proposed and wrote feature stories and short-form content for Discovery Channel Magazine. Wrote articles for publication on HowStuffWorks.com, TLC.com, Discovery Health and more after conducting extensive research and interviews for story executions.

### **Editorial Director** ■ *Novus Media Solutions, Singapore (Feb 2010 – Jan 2011)*

Oversaw all content operations of a boutique media company. Used high-quality print, web and EDM content to help clients promote their brands. Managed art directors and helped shape graphic executions. Served as editor-in-chief of *Telescope*, a monthly lifestyle, technology and TV publication.

### **Managing Editor** ■ *Asia City Media Group, Singapore (Feb 2009—Jan 2010)*

Helmed *I-S Magazine*, Singapore's largest dining, arts, entertainment and nightlife weekly. Served as editor-in-chief of *Where*, a global travel magazine. Wrote content, planned editorial calendars, assigned stories and edited copy. Wrote marketing briefs, planned custom magazine launches and pitched clients as creative director of in-house advertising agency.

### **Creative Director/Copywriter** ■ *Reader's Digest, USA (June 1996—April 2001)*

Wrote and provided creative direction for product brochures, sales letters and direct mail packages across music, book, and video divisions. Verticals included health, travel and lifestyle.

## What Sets Me Apart

In addition to the writing career detailed above, I've owned a B&B in Amish Country, managed an eco-resort in the Caribbean and launched my own line of "intellectual" flip flops. As a result, I know how to keep an iguana out of the pool, bake a mean pancake and bring an idea from dream to deliverable.

## What I Know

### **Master of Arts in Creative Writing, Cum Laude**

Manhattanville College/2000

### **Bachelor of Arts in English, Cum Laude**

Ithaca College/1990

**Proficiency with Wordpress and other CMS systems**