

P A U L A M A R T I N A C

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Objective

I am a seasoned communications and marketing professional with experience managing people, projects, and budgets. I am looking to put my skills and experience to use as a freelance writer and editor.

Communications/Marketing Experience

Editor / Communications & Marketing Officer, Bloomfield-Garfield Corporation - 2007-present

The Bloomfield-Garfield Corporation is a 33-year-old nonprofit community development organization that seeks to reknit the economic and social fabric of Pittsburgh's East End. In my current position, I am responsible for:

- ◆ Editing a monthly newspaper with a circulation of 20,000
- ◆ Writing articles, press releases, and membership materials
- ◆ Developing and implementing communications and marketing plans in collaboration with the Communications and Marketing Committee of the Board of Directors, to create a unified image for the organization
- ◆ Working with an outside designer on a complete overhaul of website (www.bloomfield-garfield.org)
- ◆ Establishing and maintaining a community blog (www.bgcbulletin.blogspot.com)
- ◆ Creating membership and fundraising materials
- ◆ Supervising freelance writers, ad reps, and interns
- ◆ Performing customer service duties
- ◆ Maintaining the department budget, mailing list, and advertiser database

Editor in Chief, Q Syndicate (a division of Rivendell Media) - 2001-2008

Q Syndicate provides edited content on current social issues to alternative media. As editor in chief, I was responsible for:

- ◆ Editing all content - 12 weekly and biweekly columns and features
- ◆ Identifying new content and hiring and managing freelance contributors
- ◆ Writing and distributing weekly marketing e-newsletters and e-blasts
- ◆ Working with website designer on complete redesign
- ◆ Performing customer service duties and maintaining client database
- ◆ Supervising 10 freelance writers and artists and two associate editors
- ◆ Writing biweekly syndicate op-ed column (1997-2003)

Marketing and Development Consultant, Pittsburgh Playwrights Theatre Company, 2004-2007

Pittsburgh Playwrights Theatre Company showcases the works of local playwrights across racial and cultural lines. Over several seasons as a consultant, I:

- ◆ Wrote successful grants and follow-up reports for the second annual Theatre Festival in Black & White
- ◆ Co-organized the Pittsburgh Pride Theater Festival, working in the areas of marketing, publicity, and box office. During the 2007 season, I created a marketing plan for the festival - including print and broadcast promotion - and established and maintained a festival blog and a MySpace page.

Freelance writer and editor, 1994-2001 (See "Publications")

Working primarily in nonfiction books and articles, my clients included:

- ◆ Berkley Books
- ◆ Broadway Books
- ◆ Chelsea House Publishers
- ◆ Henry Holt
- ◆ The Philip Lief Group
- ◆ Seth Godin Productions
- ◆ San Jose Mercury News
- ◆ PlanetOut.com
- ◆ Soraya Bittencourt (wrote memoir for Microsoft engineer who invented Expedia.com)

Production director, The Feminist Press at The City University of New York - 1985-94

The Feminist Press is a pioneering nonprofit publisher, which has brought more than 300 critically acclaimed works by and about women into print. As production director, I:

- ◆ Supervised the scheduling, design, and production of all books and quarterly journals
- ◆ Oversaw the writing, editing, design, and production of all marketing, PR, and fundraising materials, including the yearly catalog
- ◆ Instituted desktop publishing as a cost-saving measure
- ◆ Maintained the department budget
- ◆ Supervised freelance proofreaders and designers and an editorial-production assistant

Education

- ◆ Arts Management certificate program, University of Massachusetts/Amherst Arts Extension Program
- ◆ Bayer Center for Nonprofit Management, Robert Morris University, "Marketing for Nonprofits"
- ◆ The Foundation Center, "Proposal Writing" program
- ◆ Creative writing workshops with Carol Emshwiller, Maureen Brady, E.M. Broner, David Freeman, Robert McKee, and Virginia Morell
- ◆ M.A., The College of William and Mary, Williamsburg, Va.
- ◆ B.A., Chatham College, Pittsburgh, Pa.

Specialized Skills

- ◆ Proficiency with both PC and Mac (Microsoft Office; Quark Express; Adobe Creative Suite)
- ◆ Grant writing
- ◆ Ghost writing
- ◆ Proofreading and copy editing - proficiency with different style guides, including Associated Press and Chicago
- ◆ Digital photography

Publications

Nonfiction books:

My Road to Microsoft: A Success Story of Building Expedia. Xlibris, 2003. (Co-wrote memoir with former Microsoft engineer Soraya Bittencourt.)

The Lesbian and Gay Book of Love and Marriage: Creating the Stories of Our Lives. Broadway Books, 1998. Alternate selection of the Quality Paperback Book Club.

The Queerest Places: A National Guide to Gay and Lesbian Historic Sites. Henry Holt, 1997. Alternate selection of the Quality Paperback Book Club.

k.d. lang. Lives of Notable Gay Men and Lesbians series; general editor, Martin Duberman. Chelsea House, 1996. Honor: New York Public Library Best Books for the Teen Age, 1997.

Nonfiction articles:

Features and news stories in *The Bulletin*, Pittsburgh monthly newspaper, 2007-present.

Syndicated op-ed column, "Lesbian Notions," 1997-2005. (Appeared biweekly in several dozen newspapers and magazines around the country.)

Syndicated history column, "Past Out," 2001-2002. (Appeared biweekly in several dozen newspapers and magazines around the country.)

Syndicated book review column, "Book Marks," 1999-2001. (Appeared biweekly in several dozen newspapers and magazines around the country.)

"More and More Vidal: An Interview with Gore Vidal," *Lambda Book Report*, February 2000.

"Stacey's Little Secret: An Interview with Stacey D'Erasmus," *Lambda Book Report*, January 2000.

"Boys Will Be Boys: How Masculinity in American Culture Affects Safety in Our Schools," About.com, September 27, 1999.

"Lucky," *Art & Understanding*, June 1999.

"Fast Free Delivery," in *Through the Kitchen Window: Women's Writings on Food*, edited by Arlene Voski Avakian. Beacon Press, 1997. Reprinted by Berg, 2005.

"In Our Own Write: Building a Lesbian and Gay Writers' Community," *Poets & Writers*, May/June 1991.

Fiction:

Chicken. Alyson Publications, 1997. (Reprinted by Bella Books, 2001.)

Home Movies. The Seal Press, 1993. Finalist for Lambda Literary Award, 1993.

Out of Time. The Seal Press, 1990; new edition, 1999. Winner of the Lambda Literary Award, 1990. Finalist for the American Library Association Gay and Lesbian Book Award, 1990.