



CURRENT EMPLOYMENT

Technical Editor

Sundance Consulting Inc., March 2015-present

Under direction and supervision of the Contracts Manager, the Technical Editor works independently to achieve project objectives and goals while maintaining cost and schedule. The technical editor is responsible for proofreading, revising, and editing a variety of technical reports and plans, manuals, web content, and other materials as they relate to the services provided by Sundance in the areas of environmental services, remediation services, and natural resources.

- Review content for completeness, accuracy, and appropriate language and form.
- Ensure documents are mechanically correct for spelling, punctuation, grammar, and stylistic consistency.
- Follow, and in some cases help create or update, company templates for format and content.
- Ensure deliverable schedules are met.
- Act as a liaison between document development and production; including, proofreading the final draft, and checking that templates have been implemented.
- Assist with developmental editing when necessary.
- Play a critical role in quality assurance of deliverable.

Writer / Editor (Independent Contractor)

September 2001 – Present

Including: Feature Writer, Ghost Writer, Content Editor, Copy Editor, Marketing and Fundraising Consultant, Web Designer, Graphic Artist, Educator and Speaker, Columnists and Newsletter Creator

Successful freelance writers, editors and designers must possess highly developed writing skills and also enjoy a mind for business. In a dynamic, detailed and deadline driven industry, self- motivation is paramount. On the one hand, to be a successful, independent writer, editor or designer, you must engage the logical, analytical side when editing, designing, handling invoices, marketing, deadlines and budgets; on the other hand, writing commanding copy requires one to engage the intuitive, thoughtful and subjective part of the brain. Being an independent contractor requires self-motivation, critical thinking, attention to detail, time management and people skills to foster long-term relationships and to maintain a successful freelance career.

I routinely compose and submit marketing pieces, feature articles, web copy and newsletter copy both professionally and personally. As a ghostwriter and editor, I work with a world-class hospital and their marketing department to develop and/or edit articles and marketing materials on behalf of the hospital and the medical professionals. The published pieces show a wide range of subject matter and material.

Through the years, I have learned that not all copy is created equal. There are two types of copy – copy that is read and copy that speaks to the readers. I specialize in the latter. It is the latter that moves and motivates; effective copywriting must capture the attention of your target audience and make a lasting impact. It takes an artist, a researcher and a wordsmith to raise the bar on creativity and a detail person to make it all happen on deadline.

For over ten years, I have been afforded the opportunity to grow, to learn and to explore. Freelancing has given me many and varied opportunities to use the magic of words to inspire, excite and motivate. For a more detailed look at my freelance career, visit marykeating.com.

Writing Awards - National & State Award Winning Writer and Columnist

Writer's Digest Competition (national), 2008, 2010 and 2012
Idaho Press Club, Magazine Feature Article , 2011

PAST EMPLOYMENT

Editorial Analyst

SheWrites.com, New York City

Editorial Analyst, October 2010 – April 2012

She Writes is a world class platform delivering highly relevant information to writers around the globe. As part of their key initiative, I was offered a 12 month internship and served as their editorial analyst for the 12 months. After 12 months, they extended my internship for an additional six months. In that time, I analyzed web pages and applied editorial judgment to determine relevant products, keywords, categories and posting for their main content page as well as supplied specifics to She Writes Co-Founder, Deborah Siegel, for use in her weekly newsletter. Analysis was also used for benchmarking, measuring the progress and growth of the site and identifying relevant content for users and key members.

Eastern Idaho District Director

American Diabetes Association, August 1997 – November 2001

As the Regional Director for the American Diabetes Association, Idaho Affiliate and under the general supervision of the Executive Director of the American Diabetes Association – Idaho Affiliate in Boise, Idaho, I oversaw the educational and fundraising activities in Southeastern Idaho. As a team, we assisted in developing and growing area-wide fundraising and special events. Responsibilities also included recruiting, training, organizing and retaining volunteers. My primary focus was on special event coordination, public education as well as volunteer recruitment and organization.

Executive Director, Bannock Health Care Foundation

Bannock Regional Medical Center, March 1994- August 1996

As the Executive Director, I oversaw all the fundraising and development activities of the Foundation. Foundation Board Members and other volunteers were educated on how to solicit gifts from identified sources. As a team, we researched, wrote and presented donor proposals and grant requests; coordinated all fundraising and special events; maintained accounts and prepared billings; developed and oversaw: pamphlets, brochures, presentations, and other public relations materials; coordinated and followed up with donor and donor recognition; developed budget requests and written narratives; reviewed departmental operating expenditures; and interviewed and evaluated the performance of support staff.

Scholarship and Endowment Director

Idaho State University, August 1989 – March 1994

Responsibilities included developing, organizing and executing programs, including individual and corporate gifts, special events, and planned gifts on behalf of the University's scholarship program.

EDUCATION

Master of Arts in English, 18 credits

Bachelor of Arts in English, Idaho State University, May 1989

PROFESSIONAL ACTIVITIES

- Sun Valley Writers Conference, July 2014
- Jackson Hole, WY Writer's Conference, 2008
- Online Writing Courses (varied and numerous) 2007-2008
- Technical Editor, ISU College of Pharmacy Case Review Publication, an electronic publication, June 1993-March 1994.
- General Editor and typesetter for a book authored by the late Edson Fichter, Professor Emeritus.

LEADERSHIP/SERVICE

- Leavitt Center Parent Committee, Marketing Chair, 2014-present
- Bright Tomorrows Child Advocacy Center, Board Member 2007-2014
- Idaho Hometown Hero, Board Member, 2010-2014
- Gateway Foundation for Theatre and Dance, Board Member 2012-2014
- Bright Tomorrows Child Advocacy Center, Auction Chair, 2008
- Bright Tomorrows Child Advocacy Center, Auction Committee, 2008, 2009, 2010

REFERENCES

Upon request