

JANET HEIMLICH

Copywriter. Editor. Ghostwriter. Award-Winning Journalist.

More than 20 years' experience creating content for the various industries and the nonprofit sector. Skilled at writing marketing and educational copy for digital, print, and broadcast media, including website copy, email blasts, blog posts, social media campaigns, curricula, video and audio scripts, and white papers. Award-winning journalist as a reporter for National Public Radio and writer for notable Texas magazines.

SKILLS:

- **Comprehending**—quick to identify with target audience and understand complex information and corporate messaging.
- **Storytelling**—able to write compelling, digestible content that meets project objectives and adheres to editorial standards and client's voice.
- **Collaborating**—experienced at working with team members and subject matter experts.
- **Keeping cool**—brings a level of maturity to high-stress projects; communicates clearly and respectfully.

Proficient in SEO best practices, Wordpress, social media platforms, Word/Pages, Excel/Numbers, Powerpoint/Keynote, Google Drive, Mailchimp, Survey Monkey, and project management tools, such as Basecamp.

EMPLOYMENT EXPERIENCE:

Aug. 2016—Present: Freelance copywriter and editor, Word Almighty, Austin, TX

Consult with small-to-medium businesses and nonprofit organizations to construct focused, effective website content and marketing, social media, and email campaigns.

- Develop brand identity of organizations and products
- Organize effective website content using SEO best practices
- Collaborate with subject matter experts, website developers and graphic designers

Sept. 2012—July 2016: Executive Director, The Child-Friendly Faith Project, Austin, TX

Founded national nonprofit organization to raise awareness of religiously enabled child abuse and neglect.

- Developed nonprofit as the country's "go to" authoritative voice on the issue of religious child maltreatment
- Structured and wrote content for website, digital marketing campaigns and social media
- Worked closely with subject matter experts and a designer to create unique curriculum

Jan. 2013—Sept. 2014: Ghostwriter, Austin, TX, and Cincinnati, OH

Worked closely with renowned medical inventor Dr. Henry Heimlich to write his memoir *Heimlich's Maneuvers: My Seventy Years of Life-saving Innovation*.

- Book was described as an "uplifting memoir" by *Publishers Weekly*.
- "A lively read for those beginning medical careers and for anyone interested in the life of a storied man of medicine," according to *Booklist*.

Feb. 2008—Oct. 2012: Author and Speaker, Austin, TX

Wrote *Breaking Their Will: Shedding Light on Religious Child Maltreatment*, the first book to fully examine the issue of religiously enabled child abuse and neglect.

- Novelist Anne Rice called *Breaking Their Will* “well researched and well written”
- Researched hundreds of studies and criminal cases; conducted dozens of interviews
- Created website to market the book and employed numerous digital marketing tools

1998—2008: Freelance Journalist/Radio Show Producer & Reporter, Texas State Networks, Austin, TX

- Reported news stories for National Public Radio’s “Morning Edition” and “All Things Considered”
- Wrote stories for *Texas Monthly*, the *Texas Observer*, the *Austin American-Statesman*
- Won more than 10 journalism awards and certificates of merit, including the regional Katie
- Produced weekly one-hour public affairs radio program

1995—1998: Freelance Copywriter and Video Producer, Los Gatos, CA

- Wrote corporate website content; produced training videos and live events at Comdex
- Winner of BYTE Magazine’s Best Products Award

1992—1995: Creative Director and Executive Director, Borland, Scotts Valley, CA

Started and managed video department for one of the world’s largest software companies.

- Developed for-sale video training product line and marketing video presentations
- Collaborated with CEO Philippe Kahn and product marketing managers
- Won 2 Joey Awards of Excellence
- Won BYTE Magazine Best Product Award of Merit

1983—1992: Freelance Producer and Production Assistant, Palo Alto & San Francisco, CA

Produced TV commercials, corporate marketing and training videos, and live international teleconferences for production houses and Hewlett-Packard Television.

EDUCATION: Stanford University, B.A., Communications, Minor: English, 1984.

PERSONAL INFORMATION: I am a longtime Austinite who has traveled throughout the US and internationally for work and pleasure. I serve on the boards of the Child-Friendly Faith Project and the Foundation Beyond Belief. I stay in shape with swimming and yoga and am the mother of a teenage daughter who adores animals and is wise beyond her years.

LinkedIn: <https://www.linkedin.com/in/janet-heimlich>

References and writing samples available upon request.

CONTACT:

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