

Marianne Frontino McCreight

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COMMUNICATIONS PROFESSIONAL

Ypsilanti Twp, MI 48198

Summary: Professional communicator in Metro Detroit area with experience in technical writing, social media management, graphic design, content creation, HTML5/CSS3, copyediting, and desktop publishing.

SKILLS AND COMPETENCIES

- MS Office 365/2007/2010: Word, Excel, Publisher, PowerPoint, Outlook, Sway
- Technical writing and editing; Writing for the Web; Creative and news writing; Research writing
- Web Publishing Technology: HTML/CSS, Dreamweaver, WordPress, Weebly
- Social Media: Facebook, Instagram, Twitter, LinkedIn, Pinterest, Hootsuite, Bit.ly, TweetDeck, YouTube
- Graphic design principles, Website design, User experience and Usability testing
- Adobe CC/CS: Acrobat, Illustrator, Photoshop, InDesign, Premiere Pro, Audition, Dreamweaver
- Augmented Reality
- Internet research: Information analysis and reporting, case studies, and management plans
- Typing Speed 75+ WPM

RELEVANT EDUCATION

Bachelor of Science in Written Communication

Apr 2017

MAJOR CONCENTRATION IN TECHNICAL WRITING; MINOR IN GRAPHIC COMMUNICATIONS

Eastern Michigan University, Ypsilanti, MI

Created written and graphic content, including speeches, essays, case studies, proposals, research reports, photographic essays, blog and social media text and graphics, rhetorical and functional analysis, information design and redesign, scholarships, marketing, usability testing and reports.

Associate of Science in Occupational Studies

Dec 2013

Washtenaw Community College, Ann Arbor, MI

RELEVANT PROFESSIONAL EXPERIENCE

Design in Mind Communications (Self-employed dba)

Ypsilanti, MI

INDEPENDENT CONTRACTOR ~ WRITER/COPYEDITOR

2013-Current

Working part-time while attending university full-time to obtain my writing degree.

- Conceptualize, Design, and create HTML5/CSS3 websites
- Create WordPress blogs; write and post content.
- Set up and manage small business social media accounts and content and WordPress blogs.
- Proofread court and deposition transcripts for grammar, content, and style for several different court and deposition reporters.
- Copyedit fictional short-story and chapter drafts.

AJ's Maintenance and Services (AMS)

Ypsilanti, MI

BUSINESS OFFICE MANAGER

2011 AND 2015

Residential and commercial lawn care and snow removal company

- Set up business office procedures and record-keeping system for small family business to track human resources, payroll, and motor vehicle/equipment maintenance.
- Designed and created branded marketing docs, including logos, brochures, flyers, proposals, monthly statements, customer and vendor emails, business cards, and letterhead.

- Created marketing, advertisements, and bidding documents, including layout/illustrations, proposals, and contracts.
- Helped grow customer base over 200% over one season.

Global Educational Excellence (GEE)

Ann Arbor, MI

COMPLIANCE AND SPECIAL PROJECTS COORDINATOR

2006–2010; and 2011

Charter school management company

- Created and/or gathered documents needed for compliance with government and Authorizer regulations and for each school board meeting.
- Transitioned into special projects coordinator, overseeing special projects related to compliance and authorization, school food service, school facilities, and purchasing.
- Created, submitted, and archived school records, including School Board Meeting agendas, minutes, reports, policies, procedures, and resolutions.
- Copyedited documents, including Student and employee handbooks, School Improvement Plans, and Annual Reports.
- Devised a document archive system for compliance with public school record retention laws.
- Achieved perfect compliance levels for submittal of emergency, facility, inspection, kitchen/cafeteria, and school board administration documents.
- Copywrote School Food Service Manuals for seven schools, including SOPs, forms, and policies.
- Designed, wrote and created branded marketing docs, including logos, brochures, flyers, proposals, monthly mailings, emails, business cards, advertisements, letterhead, and bidding documents.
- Organized, entered, and managed information in databases and archival systems/servers.

Global Vision Development (GVD)

Ann Arbor, MI

PROPOSAL WRITER AND PROJECT COORDINATOR

2010–2011

Start-up partnership of architectural and engineering professionals in Southeast Michigan and Ramallah, West Bank, Palestine, formed to complete infrastructure construction in the West Bank.

- Researched, copywrote, and assembled Federal USAID Contract Proposal in collaboration with architects and engineers from U.S. and Palestine.
- Designed and copywrote business documents, including Employee Manual, Safety Program, Accident Prevention Program, Risk Management Program, employee training program, proposals, partnership agreements, CVs/resumes, emails.
- Created branded marketing, including logo, business cards, letterhead.
- Collaborated with people of diverse ethnic backgrounds to ensure meeting bid requirements.

American Charter Education Services (ACES)

Fenton, MI

PROJECT AND ADMINISTRATIVE ASSISTANT

Mar-Dec 2010

Charter school board liaison and accounting/grant management company

- Copyedited public charter school charter applications and grant/scholarship applications.
- Created public charter school board meeting documents, and filed docs in compliance with government and authorizer regulations.
- Created school food service program, including copywriting school food service manuals and grant applications.

Institute for Continuing Legal Education (ICLE)

Ann Arbor, MI

EDITORIAL ASSISTANT

2001–2003

U of M Law School department; publishes law books and websites and hosts continuing attorney education courses.

- Performed legal research to fact-check legal texts prior to publication.
- Proofread and copyedited legal texts and websites during all stages of publication cycle.