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At a Glance:

Able to expertly serve your writing, editing and translation needs, with a seven-year record of supporting satisfied clientele such as the New York Times Company, Huffington Post, Kirkus Reviews, Houghton Mifflin Harcourt and Gale Cengage.

Key Skills:

- Strong and engaging voice and tone
- Identify high-interest stories and arcs
- Simplify complex text/ideas for specific audiences (internal and external)
- Provide fast production of publish-ready copy (grammar/structure/editorial)
- Proactive, positive author/writer/editor relationship management
- Manage volume projects across multiple vendors/sub-contractors
- Aware of both print and online publishing needs/environments
- Can implement messaging policies and research (nonprofit/marketing)
- Media outreach and pitching ability
- Coordination of multi-level publicity or marketing campaigns
- Eye for branding/rebranding campaigns
- Fact checking, exhaustive research abilities
- AP, APA, Chicago (16), MLA, house style
- Content Management Systems, Wordpress
- Some CSS, HTML
- Trained in XML markup
- MS Office, Adobe, Acrobat, InDesign, InCopy, some Photoshop
- SEO/SEM/Keyword research
- Text localization
- English/Spanish translation
- Cultural/community awareness as a support to translation
- Multiple Spanish dialects, knowledge of regional applicability
- Knowledge of Latino community and needs, including rhetorical practices
- Classroom teaching experience (K-12, college freshman, returning adults)
- Familiarity with K-12 and post-secondary learning environment, research and practice
- Understanding of common core standards and curriculum alignment
- Provision of all levels of Bloom in curriculum/lessons/assessments
- Training in the Lexile reading measurement, matching prose to Lexile levels
- Training and work with Fountas Pinnell systems
- Specialty training in assessment and rubrics for online schools
- Lesson plans that connect with students at their level/interest

Thinking (Education):

- Michigan State University: MA in Pro Writing (Literacy and Pedagogy specialization) in process
- Michigan State University: BA in English, Minors in K-6 Education and Spanish
- Rhetoric Society America: workshop on Latino Rhetoric (competitive entry institute)
- American Writers and Artists Institute: copywriting seminar

- MSU Alumni College seminars: grant seeking and proposal writing
- Internships: FAITH magazine (editorial) and MI Association on Problem Gambling (grant writing)

Reporting (Print Magazines):

- Latino Leaders, contributor of profiles and some original reporting for this monthly trade publication (profiles/interviews include DNC keynoted Julian Castro, Supreme Court Justice Sonya Sotomayor, former Chicago Mayor Richard Daley)
- Hispanic Executive, regular contributor to this monthly trade publication
- Green Building and Design, regular contributor to this monthly trade publication
- Bitch- Feminist Response to Pop Culture, book reviewer for this feminist quarterly
- PTO Today, "Spend, Save, Grow" (financial advice for Parent-Teacher Organizations)
- *Adelante Forward*, writer, managing editor, regular blogger for this Latino-targeted regional quarterly, some fact checking and original reporting
- Positively, contributor to this print consumer magazine, general interest and how-to pieces
- FAITH magazine internship, included editorial, sidebars, filler, research and one special feature
- Selected articles: "Julian Castro; Ones to Watch," "20 Questions with Pam Muñoz Ryan," "No Ivory Tower, Sonia Sotomayor, the Flak and the Truth," "Reaching for the Gold: Mayor Daley and the Chicago Olympics" (PDFs and links available, also see www.gardenwallpublications.com)

Relaying (Web Content, SEO and Keywording):

- IAC/Interactive Corp (owner of Ask.com and Reference.com), contractor, "Expert" writer
- Huffington Post Parents channel and Latino channel, regular blogger
- About.com network, contracted writer and professional blogger for 6+ years
- Extensive and intense SEO and keyword training from About.com network (yearly updates in keeping up with Google logarithms, etc in NYC)
- SEO/Keyword research and campaign for Adoptive Families magazine
- Engagement with ~1900 Twitter followers, including paid placement and sponsored content
- Sponsored social media engagement via [Klout](#)
- *Adelante Forward* magazine, management of social media presence and campaigns
- Lansing Regional Sister Cities Commission, management of social media presence and campaigns
- Keyword copy overhaul of Adoptive Families magazine site (brainstorming, planning point only)
- Gale Cengage, several projects over the past 3 years, including content, articles and research
- MediaBistro.com, newsletter/ezine feature and original reporting
- Women on Writing, regular contributor to this established webzine, includes research pieces, how-tos

Community (Blogging & Social Media):

- Huffington Post Parenting channel and Latino channel, regular blogger (posts often picked up by other outlets, such as the American Prosperity Consensus, america2040.com)
- About.com Freelance Writing, landing page blog (since 2006)
- Working Mother magazine blogger
- ParentingDiva.com, a division of the ADM network (long term)
- The Moderate Vegetarian, at DietDetective.com (long term)
- WritersUnbound, from the 451 Press Network (long term)
- Over 1800 Twitter followers @AllenaT
- Social media campaign launch and maintenance for Lansing Regional Sister Cities Commission
- Social media campaign launch and maintenance for *Adelante Forward* magazine
- Classes taught at Lansing Community College: Intro to Facebook, Social Media Marketing, Twitter- What's the Big Deal?

Convincing (Communications/Marketing/Copywriting/PR/Media):

- Progress Michigan, ongoing contract social justice writer/editor, media outreach, story pitching
- Cristo Rey Church Fiesta 2014, coordination of multiple level publicity campaign for this 5-figure fundraiser
- Lansing Regional Sister Cities Annual Event, coordination of publicity, print campaign as Chair of communications committee
- Michigan Association on Problem Gambling, rebranding with copy and graphic coordination (2013)
- Laureate Education, internal and external marketing documents
- Michigan State University, staff position with editorial, Web copy and marketing responsibilities (2006-07)
- Lansing Community College, staff position with marketing, PR and editorial responsibilities (2005-06)
- Conn Education sales copy

Relating (Essays):

- Presenter, Midwestern Society for the Study of Literature, read “The Kidney Stone in the Bottle” (nonfiction essay category)
- “The Best-Laid Plans” finalist in Chicken Soup for the Soul, Family Matters
- “Who Owns Benny?” 2004 Honorable Mention in Michigan’s NOCIRC contest
- “I Believe in Strong Women” considered for NPR’s “For This I Believe” series
- “Follow My Lead” considered for the anthology “Professor, Can I Bring My Baby to Class?”

Recommending (Reviewing):

- Bitch magazine, regular book review contributor
- Kirkus Reviews, contractual reviewer, independently published titles and Spanish language titles
- New York Times-owned About.com Freelance Writing site, reviews of books and resources
- EBSCO, business book summaries
- Sacramento Book Review, book reviewer, nonfiction, modern lit, classics
- Apex Book Promotion, reviewed nonfiction and fiction (multiple projects)
- The Webby Awards, International Academy of Digital Arts and Sciences (multiple years)
- Delos Literary Magazine, long fiction reviewer

High Stakes (Testing & Curriculum):

- Educational Testing Service (ETS), rubric-based essay scoring (multiple projects)
- Pearson Educational Management, rubric-based essay scoring (multiple projects)
- ACT Work Keys Program, essay test creation
- Houghton Mifflin Harcourt, proofreading of Broward County, FL curriculum portal
- Laureate Education, editorial work for Walden University and National Hispanic University
- Council on Aid to Education, rubric-based essay scoring
- FYI Learning, creation of two full courses, inc. 30 lessons ea., 60+ assessments, teacher’s guide
- Eisemann, curriculum writing and alignment to Texas and California state education standards
- Remilon, online undergrad lessons for several different platforms, specializing in literature and business topics

Relating Globally (Travel Writing):

- In consideration with Mexico Travel Board- “Jewels of Michoacán; A Tour of the Ocampo”
- “The Top 10 Volunteer Travel Opportunities,” Matador Travel

Justice & Funding (Grant Writing and Nonprofits):

- Michigan Association on Problem Gambling, intern, grant writing & research, proposal writing, PR
- Michigan Association on Problem Gambling, brochure and rack card project
- Michigan Association on Problem Gambling, rebranding/communications project
- Progress Michigan, ongoing contractual provision of talking points, news releases, PR, social media, web content and translation
- Michigan Alliance for Immigrant Rights and Reform- Michigan, through Progress Michigan, see above
- Michigan Organizing Project, through Progress Michigan, see above

- Michigan Alliance of Latinos Moving Toward Advancement, talking points/speech re: DACA licenses
- Lansing Regional Sister Cities Commission, Commissioner and provision of writing services, including grants, web, social media, and publicity

Perfecting (Proofreading):

- “Latino History and Culture: An Encyclopedia” by Lugo-Lugo, Sharpe Publishing, second pass cold read of galleys
- “Lesson Plans That Wow” by McCormick, Teaching Press, soft annotation
- Houghton Mifflin Harcourt, proofreading of Broward County, FL curriculum portal
- Bill Smith Group, leveled readers K-6, soft annotation (multiple projects)
- Daydream Education, soft annotation (multiple projects)
- Past experiences in hard copy, soft copy, slugging of first pass, second pass cold read
- Familiar with CMS, APA, AP

Building (Editing):

- *Adelante* Forward Magazine, Managing Editor of Latino-focused quarterly, 6K distribution (since 2005)
- Laureate Education, a division of Sylvan, contracted long-term copyeditor
- Al Rahelah Publications, Saudi Arabia, ESL editor
- Eisemann, editing of Texas and California state education standards (several projects)
- The Current Events, copyediting of children’s newspaper with 40K national classroom distribution (long term)
- The Geneva Times, copyediting of English-language magazine aimed at ex-pats in Geneva (long term)
- Faith Publishing Service, editorial intern for this publisher of Catholic magazines and custom prints nationwide
- Int’l Journal of Environmental Health, assisted the North American Managing Editor (staff position)
- Lansing Community College, Publications Editor, marketing pieces, internal policy publications (staff position)
- Dissertation support (various)
- Book proposal prep and support (various)

Communicating Across Language Barriers (Translation):

- Progress Michigan/Alliance for Immigrants Rights, ongoing contract for English-Spanish translation
- Gale Cengage, multiple projects, medical and health related (5 large-scale projects grossing over 100K in receipts), including several hundred essays for Gale’s Health and Wellness Resource Center, required XML markup skills and understanding
- Gale Cengage, Encyclopedia of Cuba project
- Bill Smith Group, proofreading Spanish/bilingual leveled readers
- SERO Project (HIV advocacy), translation of informational materials and brochures, including medical terminology (partial pro bono)

Sharing Knowledge (Teaching & Lectures):

- U.S. Department of Education/Michigan State University’s Upward Bound program, taught Composition and Literature to 9-12th graders (disadvantaged, first generation and/or minority youth)
- Michigan State University, Teaching Assistant, Writing 150, Freshman Composition (heavy ESL student population)
- Lansing Community College, adjunct faculty, teaching seminars and workshops since 2008
- Midwest Society for the Study of Literature seminar presentation “Nonfiction Essays”
- Writing at the Ledges, guest speaker, “Breaking Into Freelance Writing and Editing”
- Boomers & Beyond Recharge, guest speaker, “Using Social Networking”
- Entrepreneur Conference, guest speaker, “Social Media,” and “Forming Your Home Business LLC”

Subject Matter Expertise/Niche Areas:

- Latino Issues:
 - Rhetoric Society of America, Grad-level workshop on Latino rhetoric (competitive entry institute)

- Undergrad minor in Spanish, including coursework in Chicano literature, Michigan State University
- Huffington Post, regular contributing blogger on Latino/immigration issues
- Progress Michigan, contracted writing work for social justice work focusing on immigration reform
- Michigan Alliance for Immigrant Rights and Reform- Michigan, through Progress Michigan, see above
- Michigan Organizing Project, through Progress Michigan, see above
- Michigan Alliance of Latinos Moving Toward Advancement, talking points/speech
- Editorial: “Latino History and Culture, An Encyclopedia”
- Editorial: *Adelante* Forward magazine
- Translation: Encyclopedia of Cuba, Gale Cengage
- Regular contributor: Latino Leaders magazine, Hispanic Executive magazine
- Commissioner, Lansing Regional Sister Cities, Guadalajara Sub-committee
- Organizer of Lansing contingent to Latino Youth Conference 2014
- Publicity Chair for Cristo Rey Church Fiesta 2014
- English/Spanish translation with specialty in American Latino audiences/Spanish
- K-12/Post Secondary:
 - MA work in Critical Studies in Literacy and Pedagogy, Michigan State Department of Writing
 - Undergrad minor in K-6 education, Michigan State University
 - Instructor, Composition and Literature, Michigan State University Upward Bound (grades 9-12)
 - Teaching Assistant, Freshmen Composition, Michigan State University
 - Adjunct Faculty, Lansing Community College (non-traditional/adult students)
 - Houghton Mifflin Harcourt, proofreading of Broward County, FL curriculum portal
 - Houghton Mifflin Harcourt, leveled readers, curriculum portals, teacher’s guides
 - Gale Cengage subscription services content, all ages
 - Laureate Education, editorial work for Walden University and National Hispanic University
 - Huffington Post, regular contributing blogger on education/parenting issues
 - Progress Michigan, contracted writing work for left causes including education
 - FYI Learning, creation of two full-semester courses for online education (high school)
 - MSU Center for Water Science, former full-time work, including editorial duties
 - The Current Events newspaper and teacher’s guide
 - Training in the Lexile reading measurement, matching prose to Lexile levels
 - Training and work with Fountas Pinnell systems
 - Editorial: “Lesson Plans that Wow” by Teacher’s Press
 - Editorial: Daydream Education proofreading/localization
 - Eisemann, editing of Texas and California state education standards-based lessons
 - Children’s book reviewer (Sacramento Book Review)
 - Projects for CAE, Pearson, ETS and ACT (grades 1-12)
 - Waverly Community Schools Human Growth & Development parent representative
 - Waverly Community Schools Marketing Committee
 - Waverly Community Schools PTO
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Committee/Volunteer Work:

- Lansing Sister Cities Commission, Guadalajara sub-committee
- Lansing Sister Cities Commission, Marketing/Comm/Publicity work, Chair for event publicity
- Waverly Community Schools Human Growth & Development parent rep, marketing committee and PTO
- Meals on Wheels (Eaton County, MI/Grand Ledge)
- ACTION Lansing (Immigration rights)
- SERO Project (HIV advocacy), translation of informational materials
- Cristo Rey Church Fiesta, publicity 2014

References:

Ryan Bates, Director, Alliance for Immigrant Rights and Reform, Ryan@michiganimmigrationreform.org
 Dr. Nino Rodriguez, Publisher of *Adelante* Forward Magazine, 517-505-4772

Kristin Mallegg, Sr. Editor, Gale Cengage, Kristin.Mallegg@cengage.com
Wendy Perdero, former Editor-in-Chief of Latino Leaders magazine, wrperdero@yahoo.com.
Laurie Fundukian, Editor at Gale Cengage, Laurie.Fundukian@cengage.com

AT-A-GLANCE " " rated 3.6 based on 13 reviews "I love the product I've been using for many years , now, which is a recycled Monthly Weekly planner ..." AT-A-GLANCE products empower you to publish your own, unique life story. We empower you to document See more. Definition of at a glance in the Idioms Dictionary. at a glance phrase. What does at a glance expression mean? Definitions by the largest Idiom Dictionary. At a glance - Idioms by The Free Dictionary.
<https://idioms.thefreedictionary.com/at+a+glance>. Printer Friendly. Dictionary, Encyclopedia and Thesaurus - The Free Dictionary 11,872,533,527 visitors served. Health at a Glance: Europe 2018. State of health in the eu cycle. This work is published under the responsibility of the Secretary-General of the OECD. This publication has been produced with the financial and substantive assistance of the European Union. The opinions expressed and arguments employed herein do not necessarily reflect the official views of OECD member countries or the European Union.