



mayerink

kate mayer
writer + editor
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profile

Writer/editor with over 20 years experience in a variety of media. Portfolio includes web copy, printed marketing materials, newsletter articles and educational video scripts.

current clients

Earley & Earley — marketing company, Half Moon Bay, California

Created website for Georgia Pacific Commercial bath tissue division www.gp.com/awayfromhome/tissue and edited Catch the Wave promotion page, wrote copy for Ocean Colony promotional brochure.

Designs Dell'Ario — interior design firm, Half Moon Bay, California

Collaborated on content and wrote copy for website www.designsdellario.com. Spurred client to start website design and found web designer.

Sorting Things Out — Professional Organizer, El Granada, California

Named the business, brainstormed business identity, developed brochure copy, edited website content for www.sortingthingsout.com. Reviewed business ad copy.

Law Offices of Joanne R. Sternlieb — independent law office, New York

Reviewed and edited publicity materials, consulted on website www.jsestateplanning.com. Copy edited content for article in SmartMoney.com.

Prairie Design — hand-crafted jewelry design business, Wilmette, Illinois

Edited web copy for www.prairiedesign.net. Scripted profiles for designers.

previous clients

Studio Three Productions — Oakland, California

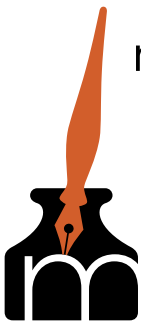
Scripted, associate produced and conducted interviews for Mosby Publishing Company's Nursing Leadership and Management video series. Titles included: Managing Change; Delegating Effectively and Appropriately; Problem Solving and Decision Making; Managing Conflict; Effective Communication; Dealing with Difficult People; Building Teams; and Leadership.

Levi Strauss & Co. — San Francisco, California

Scripted and helped produce "Talk About AIDS" video, used to educate employees in over 100 companies. Researched, wrote and copy-edited over 70 articles for three employee publications. Interviewed employees, retirees and relatives for oral history of company.

State Bar of California — San Francisco, California

Scripted and associate produced "Everything You Always wanted to Know about Stress but Didn't have Time to Ask," which won a Silver Medal Award at the National Educational Film and Video Festival; and "Chemical Dependency" for an audience of attorneys.



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Mayer/2

David Watts Productions — San Francisco, California

Scripted and associate produced educational videos for medical professionals and lay audiences at: Genentech, Inc.; Blue Shield of California; Oral-B Laboratories; The Cameron Kravitt Foundation, Telesensory and Cymed, Inc. Produced videos for Acuson Corp. and Molecular Devices Corp. Wrote and edited training manual to accompany video for Alza Corp. Developed proposals for video projects.

Addison-Wesley Publishing Co. — Menlo Park, California

Designed “Help” screens for “Einstein,” a database search service. Copy-edited and wrote introduction to “Einstein” User Manual. Developed database and wrote product descriptions of textbooks for sales force.

Public Management Institute — San Francisco, California

Wrote 85 company profiles for reference book on capital campaigns. Edited and updated 150 existing profiles on companies. Researched charitable contributions policies for the the sixth and seventh editions of the Directory of Corporate Philanthropy.

Marketing Media Services — Palo Alto, California

Researched and wrote three articles for Charles Schwab employee newsletter: “Equalizer” article highlighting investor program; “Quote Abuser” story on how to handle customers who constantly call for quotes yet rarely trade; “Knowledge Bowl” piece on company game-show style employee challenge.

MetroAmerica Office Guides, San Francisco

Created “Inside Developments” column on industry news for “Square Footage” magazine, a Bay Area real estate journal. Edited “Inside Developments,” interviewed industry leaders and revised longer articles and research into 250-300 word pieces. Wrote copy for professionals advertising their services.

fiction

Published short stories include “Hoopsnakes,” “In Flight,” and “3, Rue LaLos,” Across the Generations Volumes IV, V, and VI.

award

National Educational Film & Video Festival, Silver Apple for “Everything you Always Wanted to Know About Stress but Didn’t Have Time to Ask.”

education

B.A. Brown University, Providence, Rhode Island; Honors, History
Interactive Video Design and Production, two semester course, San Francisco State University

Writing samples and references available upon request.