

- Astronaut Hall of Fame DelWilber + Associates
Composed the sponsorship marketing plan for the U.S. Astronaut Hall of Fame to fund a \$7M multimedia experience building redesign. The plan included detailed events with Astronauts, unique exhibit sponsorships and exclusive concession opportunities.
- Chrysler-Plymouth DelWilber + Associates
Authored the strategic plan to leverage Chrysler-Plymouth's LPGA Tournament sponsorship to increase test-drives, including specific promotions and publicity tactics. Created hospitality entertainment plan for OEM associates and dealers.
- Smirnoff DelWilber + Associates
Wrote marketing and publicity plan for the repositioning of Smirnoff, targeting 24-35 year-olds, leveraging music as a major lifestyle interest. Execution resulted in an increase of on-shelf availability in Heublein accounts and brand consumption.
- Pepsi Billboard Magazine Entertainment Marketing Group
Composed monthly Music Marketing Sponsorship Opportunities report based on tracking up-and-coming artists through Billboard Magazine, outside tracking services, radio airplay, and label investment.
- Taco Bell Billboard Magazine Entertainment Marketing Group
Team-wrote the proposal for Taco Bell's interest in the first *Billboard Music Awards* to increase retail traffic and hospitality entertainment plan for suppliers and franchisees.
- Peridex Procter & Gamble
Created specific and unique PowerPoint presentations for New York City hospitals, universities, prisons, and local dental and hygienist societies. Achieved a sales index of 257 (norm 100), and surpassed hospital sales index by 291%. Top Sales Representative.
- Crest Procter & Gamble
Worked on the team that penned an effective trade-show selling techniques report to increase the predictability of high-volume users, avoiding low-profitable sales leads.
- Gauer Sports Consultant
Devised for questionnaires for new product introduction into the ski industry minimizing interviewer and respondent bias, and leading and non-measurable questions. Analyzed data and wrote business plan with interpreted and organized recommendations.
- Virginia Family Chiropractic Health Center
Conducted secondary research to determine feasibility of alternative health care center in five targeted cities including population and industrial growth, and demographic and psychographic analysis. Wrote comprehensive business plan to successfully secure start-up capital, employee training manual and patient information forms.

Other Professional Business Experience

Write in many forms of written communication including internal memorandums; client emails, letters and proposals; marketing and strategic plans; presentations; primary research questionnaires; and curriculum vitae for senior-level professionals.

Desired communication goals achieved by using concise words and phraseology, charts and graphs, and relevant visuals.

Specific business experience:

- ↔ trade show sales
- ↔ sales presentations
- ↔ résumé consultation and revision
- ↔ hiring, training, and terminating employees
- ↔ industry-specific competitive market analysis
- ↔ event sponsorship organization and execution
- ↔ corporate/brand launch/position/repositioning
- ↔ devising questionnaires for primary research data collection
- ↔ geographic, demographic, and psychographic consumer segmentation research
- ↔ speech writer for the purposes of rallying community members to support proposed charter schools, consumer goods sales, and public speaking as a college instructor.

Other clients:

NFL, AIG, TNT, MLB, AT&T, Stridex, Pampers, Metamucil, Bubble Yum, Hard Rock Cafe, and US Open Tennis

Grant Writer

Skilled at assessing organization qualifications and compatibility for specific grants, evaluating grant requirements, researching the data required in a grant, and writing the proposal in relevant industry terminology.

Perform tailored analyses to determine these elements associated with the applying organization:

- Is there an existing proposal from which to get started?
- Has the funder made a grant to this organization before?
- How thorough is the organization's budget?
- Does the budget need a narrative explanation?
- Is there organizational documentation on the grant-specified program such as evaluations, press recognition, or testimonials?
- How available will the organization's contact/administrator be to the grant writer?

Psychology Writing Experience

- Author, *MindExpanse Baby: Discovering Colors*
Authored a handbook for expectant parents and daycare/pre-school instructors on early childhood cognitive development focusing on the importance of layered language acquisition in the neurological development of intelligence and emotions.
Recipient of the *Dr. Toy 100 Best Children's Products* award.
Wrote the PowerPoint presentation and handouts for lectures on childhood cognitive development to audiences including teachers in public schools, preschools, Head Start program, and day-care centers; parent groups including non-profit family centers, libraries, church groups, the United Way, and homeschooling assemblages; and on-radio, and in class college guest lecturer.

- Author, *Father Absence: Shame and the Noncustodial Father*.
104th American Psychological Association annual conference poster presentation.
In a review of published case study reports, the feelings and behaviors of noncustodial fathers were examined. Accounts from absent and active noncustodial father were compared. In particular, differences in cognitive, affective and motivational features associated with clinical shame and guilt were noted. The comparison indicated a link between shame and absent noncustodial fathers, suggesting that a reaction of shame to divorce may be a critical factor in father absence. Specifically, feelings associated with shame may lead many noncustodial fathers to sever relations with their children, while guilt facilitates interpersonal contact.

- Author, *The Reduction of Shame in the Noncustodial Absent Father*.
105th American Psychological Association annual conference poster presentation.
In a review of published case study reports indicating a link between clinical shame and absent noncustodial fathers, a reaction of shame to divorce and loss of custody were correlated in father absence. Established therapeutic techniques in shame reduction applied specifically to the unique cognitive, affective and motivational features involved in father absence. This protocol seeks to lessen the incidence of shame in absent fathers, creating the possibility of reuniting absent divorced fathers with their children.

- Evaluator of Research Children's Rights Council
Conducted secondary research and wrote documents to support the liaison between the CRC and members of Congress for the purpose of creating laws to benefit children and appropriate parental access after divorce. Wrote speech for the 11th National CRC Conference on the effects of clinical shame and guilt on divorced parents, and the repercussions on their children. Panel discussion member addressing strategies to mitigate the effects of divorce on children.

- Co-author:
Shame-Proneness, Guilt-Proneness, and Interpersonal Problem Solving: A Social Cognitive Analysis.
Journal of Social and Clinical Psychology Vol. 22, No. 1, 2003, pp 1 - 12
Worked with lead study designer to organize a study of 233 undergraduate students to study clinical shame and guilt in interpersonal relationships. Analyzed results and co-authored journal article describing shame proneness as negatively correlated with the quality of self-generated solutions to common interpersonal problems, self-efficacy for implementing these solutions, and with the expected effectiveness of those solutions. Guilt-proneness was positively correlated with quality of solutions, self-efficacy for implementing the solutions, the expected effectiveness of the solutions, and with the desire to solve the interpersonal conflict. George Mason University Human Emotions Learning Laboratory.

- Team-writer and team-researcher:
Are Shame and Guilt Related to Distinct Self-Discrepancies?
Worked on the team study of 229 undergraduates examining whether specific self-discrepancies are differentially related to shame proneness and guilt proneness. Contrary to E. T. Higgins (1987), but in line with the lead- authors' expectations, the tendency to experience shame, but not guilt, was positively related to all types of self-discrepancies. Contributed to the study design, data collection methods and written analysis. George Mason University Human Emotions Learning Laboratory.

- Writer, video script Virginia State Bar Association
Developed video script on the effects of divorce on children to be used in the state of Virginia for mandated parenting classes. Worked with the President of the Fairfax County Family Law Section of the Virginia State Bar Association and contracted psychologist to write vignettes of inappropriate and appropriate parental liaisons with children post-divorce, highlighting clinical shame and guilt.

- Writer of judicial reporting as a Neutral Monitor and Visitation Supervisor
Circuit Court of Fairfax County
Provided written factual accounting and recommendations to the court in cases of accused parental abuse and custody cases after supervising parental interaction with children, documenting interpersonal relationships in real-time. Worked with parents engaged in custody arrangement proceedings advising on parenting techniques, co-parenting methods, and stress-reduction approaches. Led discussions with minor children, siblings, other members of households, teachers and counselors in determining effective courses of action.

- Writer, Researcher George Mason University
Psychology Department: Human Emotions Learning Laboratory
- ↔ Propositional Analysis Coding and written data analysis for separate units of meaning in subject descriptions of unique and common textual information.
 - ↔ Couples Coding and written data analysis for empathy in verbal narratives of college couples using Likert Scale with specifically developed anchors.
 - ↔ Couples Individual Problem Solving Coding and written data analysis for ability to solve problems while maintaining interpersonal relationships. Assisted in development of anchors for Likert Scale in pencil-and-paper measure of individual, interpersonal problem solving.
 - ↔ Human Subjects Malediction Study funded by NIMH designed to measure the effect of negative feedback on mood and sociability: team-writer “IQ Feedback Role” and verbal administrator of neutral or negative feedback to randomly selected human subjects; team-writer “Confederate Role” and verbal administrator of predetermined feedback during a group problem solving task with each human subject; team-writer “Debriefing Script” and verbal administrator of script to assuage human subjects of guilt, shame, and/or embarrassment caused by specific techniques designed to elicit these feelings and/or their general participation in the study. While debriefing human subjects on the true nature of the study, determined a reasonable state of mental health before respondent departure, wrote assessment of respondent’s reaction and mental health.
- Writer Northern Virginia Family Service
Designed a strategic plan to expand the class size of the *Children Cope With Parental Separation and Divorce* class for divorcing parents in Fairfax County. Redesigned the course outline and wrote new content, incorporating authored original theory on the correlation between noncustodial absent fathers and shame, and noncustodial active fathers and guilt.

Education Writing Experience

- Adjunct College Instructor
 - ↔ American University, The College of New Jersey, Fairleigh Dickinson University, and Rider University.
 - ↔ Corrected and graded student papers and marketing proposals for content and writing skills such as: parts of speech, word usage, passives, irregular verbs, phrasal verbs, gerunds, infinitives, modals, and combining sentences.
 - ↔ Undergraduate classes: Introduction to Marketing, Principles of Marketing, Consumer Behavior, Promotion Management, Marketing Problems, and Senior Seminar.
 - ↔ Graduate class: The Marketing Process.
 - ↔ Faculty Advisor for the American Marketing Association collegiate chapter.

- Mountain Middle School

Founding Board of Directors President, Lead Charter Author, Lead Grant Author, Community Academic Lecturer/Recruiter, Head of School Hiring Committee Chair, Teacher Hiring Committee, Curriculum Director, and Facilities Chair. Wrote every document for Colorado State approval, City of Durango approval, entire curriculum model, and every school protocol. Wrote and delivered PowerPoint presented to community leaders and parents for purposes of funding and recruiting. Lead team to achieve these honors: first in the state to receive unanimous charter school board approval, first in the state to achieve student lottery status in year one, first in the country to receive endorsement of the The Association for Middle Level Education based solely on the charter, and first state recipient of additional start-up grant funds without request.

- Animas High School

Founding Board of Directors, Head of School Hiring Committee Traits Leader, and Facilities Chair. Wrote a weighted-average trait scale to evaluate Head of School applicants, and every proposal and document submitted to the State of Colorado and City of Durango for building compliance during the consideration and remodeling processes.

- The Liberty School

Founding Board of Directors and Community Academic Lecturer/Recruiter. Wrote and delivered PowerPoint presented to community leaders and parents on the neurology of intelligence and emotions for purposes of funding and recruitment.

- English as a Second Language
 - Top instructor for students in Beijing ages four - 17. Success attributed to detailed parent feedback, patience, humor when appropriate, attention to grammatical details and sentence structure, the ability to meet each student's personality, attention to grammatical details and sentence structure, and relevant props.
 - Consultant to college students and professional adults with native languages of Spanish, Hindi, Russian, and Croatian for essays, résumés, and interview prep.

➤ Essay Instructor

- High School juniors and seniors applying into college
 - Guide students through a step-by-step process, tailored to each student, resulting in a personal narrative essay whereby students express themselves in a creative and, sometimes, moving way.
 - Most essays include elements from anecdotal essays and experiential essays such as abstract conceptualization, concrete experience, humor, and reflective observation.
 - Revisions generally number from eight - 12 for initial essays; highly successful acceptance rate.
- Middle School, High School, and College student essay coach
 - Following college “rules of writing”, guide and instruct students writing these types of essays: narrative, persuasive, argumentative, expository, rhetorical, descriptive, and literary analysis.
 - Master’s theses and dissertation editing.
 - Formatting in MLA, APA, AMA, and Chicago.
- All coaching and instruction can include
 - simple proofreading for spelling, grammatical, punctuation, and typographical errors;
 - how to eliminate wordiness, triteness, superfluous words, and inappropriate jargon;
 - improving syntax including word choice, matching number and tense, and placing words and phrases in the best order;
 - revising for content consistency, competency, and suitability to topic;
 - smoothing transitions and moving sentences to improve readability;
 - suggesting and implementing additions and deletions, noting them at the sentence and paragraph levels;
 - applying a uniform level, tone, and focus as specified by the writer;
 - achieving a logical structure; and
 - topic research assistance.

➤ Collegiate wrestling columnist

- Wrestling USA, Vol. XXVII, No. 5, December 15, 1991: *A Lesson in Life*.
- Sports writer, *The Daily Targum*.