

William R. Barnett

43 Meadow Lane ♦ Manchester, CT 06040 ♦ 860.880.0311 ♦ info@barnettwriter.com

Personal Profile

Experienced writer who is highly proficient in producing clear, concise, and grammatically flawless documents for a variety of audiences, both internal to an organization and the general public. Advanced familiarity with different styles (Chicago, MLA, APA) and experienced in producing sales/marketing copy, web copy, summaries, white papers, public presentations, press releases, and technical papers. Accomplished internet and database researcher in financial, social science, legal, and academic fields. Proficient and experienced in working independently and with teams. Extensive supervisory and recruitment experience. Successful grant writing for public and private funding sources.

Poised and competent, with demonstrated ability to easily transcend cultural differences. Strong reputation for meeting deadlines on time. Excellent team-building skills. Highly motivated with strong work ethic. Flexible and versatile, able to draw upon a sense of humor under pressure.

Skills Summary

- ♦ Written Communications
- ♦ Report Preparation
- ♦ Sales and Marketing Documents
- ♦ Web Content
- ♦ Editing/Proofreading
- ♦ Advanced Research Skills
- ♦ Microsoft Office (Word, Excel, Powerpoint, Access)
- ♦ SEO Analysis/Writing
- ♦ Team-Building and Coordination
- ♦ Project Supervision
- ♦ Professional Presentations/Speechwriting
- ♦ Grant Writing and Administration
- ♦ Academic Writing
- ♦ Interviewing
- ♦ Supervision
- ♦ Teaching/Training
- ♦ Curricular Design
- ♦ Higher Education Marketing
- ♦ Beginning Web Design (Joomla!, Homestead Site-Builder)

Professional Experience

COMMUNICATION: MARKETING MATERIALS/REPORTS/PRESENTATIONS

- ♦ Created successful sales and marketing materials, including sales letters, fund-raising appeals, and printed brochures.
- ♦ Created successful, professional correspondence to customers and vendors.
- ♦ Prepared technical institutional budgets and budget management reports.
- ♦ Designed and prepared SEO-appropriate website content for small business purposes.
- ♦ Created and prepared content for successful writing and higher education blog (<http://barnettwriter.wordpress.com>).
- ♦ Prepared press releases and articles to communicate technical information in jargon-free language accessible to the general public.
- ♦ Prepared and delivered presentations to large and small groups in professional settings and for the general public.
- ♦ Created successful grant applications to public and private funding sources.

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Professional Experience, continued

TEAM-BUILDING/PROJECT COORDINATION/SUPERVISION

- ♦ Co-directed major, collaborative research project involving two institutions.
 - ♦ Project resulted in major, positive public relations exposure for both institutions.
 - ♦ Project also created opportunities for successful fund-raising initiatives.
- ♦ Co-authored several academic publications involving personnel from different academic disciplines.
- ♦ Recruited, supervised, and evaluated over 300 professional persons.
- ♦ Coordinated and managed institutional budgets exceeding \$24.7 million.
- ♦ Created presentation materials and coordinated public events for over 4,000 attendees.
- ♦ Coordinated and supervised marketing efforts for higher educational institution.
- ♦ Coordinated major program redesign and successful implementation.

TECHNICAL DEVELOPMENT AND MASTERY

- ♦ Long-term proficiency in use of Microsoft Office and administrative software applications.
- ♦ Acquisition of SEO copywriting skills and adaptation of writing styles for variety of audiences and situations.
- ♦ Advanced knowledge and use of presentation technologies in delivering educational material in a variety of settings.
- ♦ Acquisition of basic knowledge of web design and production of written content for business and institutional websites.
- ♦ Long-term proficiency in advanced research techniques, including legal and online database research.

Employment History

BARNETT COPYWRITING & CONSULTING (<http://barnettwriter.com>)

President/Chief Writer, 2007 – Present

RAYMOUR & FLANIGAN (<http://www.raymourflanigan.com>)

Sales/Marketing, 2008 – 2010

LE MOYNE COLLEGE – Syracuse, NY (<http://lemoyne.edu>)

Professor, 1977 – 2005; Academic Dean, 1990 – 1993; Academic Vice President, 1993 – 1996

Education

UNIVERSITY OF CHICAGO – Chicago, IL 60637

M.A., Ph.D. (Historical Theology)

WABASH COLLEGE – Crawfordsville, IN 47933

B.A. (English)