

Carolyn Klimas Prusa **writer and editor**

300 West 5th Street #402 Charlotte, North Carolina 28202

Education

Boston University, Boston, MA -- M.A. English Literature and Creative Writing 2003

Stanford University, Stanford, CA — B.A. English Literature emphasis on Creative Writing 1999

Experience

Internet Content Specialist, Lowe's Inc. Mooresville, NC (December 2008–present)

Wrote marketing copy for banners, promotions, and articles on home page, and sitelets,
Contributed to and produced marketing campaigns for major retail holidays
Edited how-to articles and buying guides for content migration
Responsible for QA for spelling, grammar, appearance, and functionality of site

Web Content Writer, Belk Inc. Charlotte, NC (April 2008–September 2008)

Wrote copy for over 2000 products for launch of new Belk eCommerce website
Proofed screen prints of sandbox website and approved images for eCommerce site
Created and maintained vendor list for promotions on exclusive brands and exempt vendors

Creative Director, Breathing Room Yoga and Apparel Charlotte NC (2007–2008)

Created and implemented compelling brand: name of business, logo, tagline
Conceived website www.breathingonline.com: developed menu, wrote content, supervised construction by Flywheel Studio with direction of layout, flash elements, color scheme, and photo presentation
Wrote and designed all marketing materials for yoga studio, boutique and coffee bar
Authored electronic newsletter with articles, updates, and interviews for mass distribution list
Updated website features, including personal blog to keep clients informed and connected
Wrote copy and designed ads for Taste, Skirt! Magazine, Citysearch, and Google Adwords

Owner, Peaceful Poses Yoga Charlotte NC (2004–2007)

Created logo, brand, design; wrote entire content of promotional materials and web page
Directed marketing and public relations, earning features in Charlotte Magazine, Charlotte Weekly, Skirt!, and publishing articles in Charlotte Observer and Charlotte Health and Fitness.
Managed instructors; developed, promoted, and hosted workshops and special events
Managed business accounts and retail for sale of props and apparel

Freelance copyeditor, Heritage Publishing San Francisco, CA (2001-2002)

Copyeditor for corporate publications (Chicago Manual of Style)

Publicity Assistant, Viking Penguin New York, NY (1999-2001)

Assisted publicists in promotional campaigns for authors: wrote press releases, made pitch calls for authors, organized book readings and tours while fulfilling administrative duties such as facilitating mailings, data entry, organization and distribution of reviews.

Skills

Adobe Acrobat, Art Publisher Pro, Dreamweaver, Entourage, Excel, FrontPage, Internet Explorer, iwork, Microsoft Office, Mozilla Firefox, Omsoft, Outlook, Photoshop, PowerPoint, Quicken, Robohead, Safari, Word, Word Perfect

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