

TRACY BAXTER

(510) 470-2446 • tracybaxtersf@gmail.com

EXPERIENCED COMMUNICATIONS PROFESSIONAL WITH A STRONG FOUNDATION IN

FINDING THE APPROPRIATE VOICE FOR CONTENT THAT SPEAKS TO TARGETED AUDIENCES

TECHNICAL COMMUNICATION AND DOCUMENT DESIGN; MAGAZINE JOURNALISM; MARKETING COPYWRITING

ONLINE CONTENT AND SOCIAL MEDIA MESSAGING

FOR WRITING SAMPLES AND REFERENCES, PLEASE VISIT WWW.TRACYBAXTER.NET.

PROFESSIONAL EXPERIENCE

Freelance Writer and Editor | 2006—Present

- Write and edit for a range of clients, including content websites, corporations and nonprofits
- Wrote and edited direct mail for TURN – the Utility Reform Network
- Reviewed and copyedited quarterly reports and procedures documentation for Wells Fargo Funds Management Group, ensuring strict adherence to language, usage and grammatical standards
- Wrote marketing copy on behalf of the Risk Management Association for financial products and services targeted to credit and lending executives responsible for risk mitigation; edited and collaborated on design for member communications for RMA regional leaderships
- Edited financial collateral materials for Lincoln Financial Distributors and Vanguard
- Wrote web content for the World Institute on Disability educating users on public programs, health insurance and disability benefits; created an in-house style guide
- Write and edit Tweets, emails, press releases, and Web content for the office of Mayor Jean Quan
- Contribute food and events content to Cuisine Noir, an online magazine
- Executed social media strategy for 2011 V-Day production of the successful play, the Vagina Monologues

Dow Jones (San Francisco, CA) | Marketing Copywriter | 2007—2008

- Wrote marketing copy promoting private equity and venture capital events and conferences for the Financial Information Services division of the publishing firm
- Created content for marketing collateral, email campaigns, print ads and online promotions

Service Employees International Union (Philadelphia, PA) | Communications Specialist | 2005—2006

- Created communications materials such as flyers, brochures, billboards and web pages for a major healthcare labor union
- Wrote press releases, op-eds, talking points and radio ads; coordinated media events

California Labor Federation, AFL-CIO (San Francisco, CA) | Communications Specialist | 2002—2004

- Drove communications initiatives to 1,200 member unions as part of statewide workforce and economic development strategy
- Wrote copy and developed designs for newsletters, collateral, brand ID, web pages and exhibition signage
- Drafted and edited speeches, talking points and press releases
- Pitched newsworthy stories to major media outlets

MyTurn.com/SeaChange.org (San Francisco, CA) | Content Writer | 1999—2001

- Created content for SeaChange.org, a social entrepreneurship website
 - Developed program descriptions, member profiles, news and site graphics
- Wrote, edited and posted content to market MyTurn.com, a startup technology retailer and ISP
 - Created features, product reviews, support documentation and product reference materials

Sierra Club National Headquarters (San Francisco, CA) | Associate/Assistant Editor | 1993—1998

- Drove communications to a membership of 600,000 on environmental trends, programs and policy by researching, writing, editing and assigning general-interest articles on environmental issues
- Copyedited, proofread and fact-checked manuscripts and planned editorial schedule
- Produced member news section of magazine and developed new departments
- Helmed award-nominated special issue on children and the environment
- Interviewed environmental leaders and public figures; administered editorial internship program

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EDUCATION, FELLOWSHIPS, AND AWARDS

University of California at Berkeley Ext. (Berkeley, CA) | *Certificate in Copyediting and coursework in Marketing and PR*

San Francisco State University (San Francisco, CA) | *Coursework in English and French*

Bay Area Video Coalition (San Francisco, CA) | *Certificate in Web Development and New Media*

California State University (Dominguez Hills, CA) | *Certificate in Technical Writing*

Direct Marketing Association (San Francisco, CA) | *Secrets of Copywriting seminar graduate*

Yale University (New Haven, CT) | *Fellowship in Environmental Journalism*

University of Missouri (Columbia, MO) | *Fellowship in Computer-assisted Reporting*

Sonoma State University (Sonoma, CA) | *Project Censored Top Ten Underreported Stories*

TECHNICAL SKILLS

Microsoft Office Suite; Photoshop; InDesign; Acrobat; RoboHelp; Framemaker; Captivate; JavaScript; CSS; HTML; Dreamweaver; Wordpress; Constant Contact; Facebook; Twitter; YouTube; HootSuite; The AP Stylebook; The Chicago Manual of Style; The Gregg Reference Manual; SEO strategies; information architecture, and document design principles

RECENT COMMUNITY SERVICE

Oakland Public Library (Oakland, CA) | *Wrote/edited web and newsletter content to fundraise for a new branch*

Taproot Foundation (San Francisco, CA) | *Wrote branding copy for the Vietnamese Youth Development Corp.*