

**Wendy Knerr**

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Curriculum Vitae

**Communications Consultant**

**Oct 2004 – present**

**The Write Effect UK**

Professional writing and editing for UK and international businesses, specialising in:

- Websites
- Business articles
- Newsletters
- Customer case studies
- Industry white papers
- Direct marketing

Sectors of specialisation include: technology, telecommunications, charity/non-profit and publishing.

**Communications Officer**

**Oct 2003 – Nov 2004**

**International Planned Parenthood Federation European Network, Brussels, Belgium**

Management, creation and execution of all communications materials for the European Regional Office of this international non-profit organisation, including:

- Writing and research of all written publications and reports, including fact sheets, annual report, project reports and corporate communications packages
- Editorial management of annual magazine 'Choices'
- Website copy and content management
- Speech writing and editing for Director, staff and European policymakers
- Liaison with and travel to organisation affiliates throughout Europe and Central Asia

**Communications Consultant**

**Jul 2001 – Jul 2003**

**The Write Effect USA**

**Austin, Texas USA**

Freelance marketing, writing and research for a wide variety of corporations in the Austin area in the technology, communications, publishing, advertising and financial industries.

- Founded and operated The Write Effect by delivering the highest quality copywriting and creative content on tight deadlines
- Built a solid client base through telephone marketing and direct mail campaigns
- Wrote copy and creative concepts for radio, print, billboards, television and the Web

**Marketing Mentor and Trainer**

**Oct 2002 – Jul 2003**

**Austin Community Development Corporation**

**Austin, Texas USA**

- Created marketing plans and assisted with budgeting and advertising for minority- and women-owned small businesses in low-income neighbourhoods
- Conducted marketing workshops that emphasised advertising through inexpensive methods including the Web, mail shots and branded give-aways

**Direct Marketing Copywriter**

**Nov 2000 – Jul 2001**

**Northlich advertising**

**Cincinnati Ohio USA**

Concepted and wrote creative copy for a variety of national and international clients, including Procter and Gamble and Cincinnati Bell Telephone.

**Editor, Direct Marketing**

**Jun 1998 – Nov 2000**

**Writer's Digest Book Club, F&W Publications**

**Cincinnati, Ohio USA**

- Managed the publication of a 16-page club catalogue fourteen times per year – from writing to storyboard creation to design and distribution
- Created direct mail headlines and copy for catalogue, sale flyers and direct mail letters and envelopes
- Trained sales and marketing and book club staff to develop benefit-oriented sales copy and publications
- Hired and managed freelance writers and designers to create powerful copy and design
- Worked with book editors and sales and marketing staff to conceive, create and launch a new line of books for the Writer's Digest imprint.

**Contributing Editor and Writer**

**Jan 1999 – Nov 2000**

**Personal Journaling, Writer's Digest and ID magazines**

**Cincinnati, Ohio USA**

Wrote feature articles and book reviews for these internationally-circulated, consumer magazines.

**Technical Marketing Representative**

**Aug 1993 – Apr 1996**

**Convergys Corporation (formerly Matrixx Marketing)**

**Cincinnati, Ohio, USA**

- Primary liaison between Convergys — a global supplier of integrated billing, employee care, and customer care services provided through outsourcing — and one of its largest clients
- Organised all functions related to order fulfilment, customer service and collateral
- Provided comprehensive support for telemarketing sales staff.

**Publishing Credits**

**“Europe's Response to the AIDS Epidemic: an Interview with Dr. Lieve Fransen, Head of the Human and Social Development Unit at the Directorate-General for Development of the European Commission”,** *Choices* magazine (Dec 2004)

**“Conquer Your Writing Dragons”,** *Writer's Digest* magazine special creativity issue (Jul 2001)

**“Hold the Chlorine”,** *ID* (International Design) magazine (Spring 2000)

**“Keeping a Mind-Body Journal”,** *Personal Journaling* magazine (Sep 2000)

**“A Joyful Voice”,** *Writer's Digest* magazine (Aug 2000)

**“Behind the Scenes of a Book Proposal Meeting”,** *Writer's Digest* e-Newsletter and *Southwest Sage* (the publication of the Southwest Writer's Conference) (Summer 2000)

**Education:** BSc in Sociology, Ohio University, Athens, Ohio, graduated June 1993  
Areas of study: rural issues, including food production and agriculture; gender studies; statistics and research methods

**Languages:** English mother-tongue  
Proficient in Spanish  
Knowledge of basic spoken and written French