

# ANITRA BUDD

410 Groveland Ave., #1801  
Minneapolis, MN 55403

Cell: 612-670-9722  
anitrasb@yahoo.com

## SUMMARY

A creative and professional communicator with solid experience in writing and editing. Demonstrated skill in project management, budgeting, and research. Excellent writing and presentation skills across a wide range of media. Strong interpersonal skills with clients and colleagues. Highly organized with ability to multitask effectively and meet deadlines. Experienced with both PC and Mac platforms and applications, including the MS Office Suite, Frontpage, QuarkXPress, and Filemaker Pro.

## COMMUNICATIONS EXPERTISE

- Writing and editing experience including: news articles, educational activity books, press materials, fundraising letters, catalog copy, and industry trends reports
- Project management for manuscripts, press materials (hard copy and electronic), community newspapers, radio sampling initiatives, and photography shoots
- Experience in the planning and execution of strategic PR campaigns
- Logistics coordination for local and national events

## PROFESSIONAL EXPERIENCE

**Writer** (Feb. 2007 – present) *College of Education and Human Development / University of Minnesota, Mpls., MN*

Write content for a wide range of communications vehicles, including brochures, direct mail pieces, websites, event scripts, and magazines. Write and publish College newsletter (*CEHD Inside / Out*). Conduct interviews with content experts to create press releases, articles for various University Relations purposes, and other vehicles. Edit documents based on College and University style. Copyedit and proofread content for Web and print.

- Transformed College newsletter from e-newsletter to blog format. Based on reader survey results, created accompanying biweekly newsletter podcast. URL: <http://blog.lib.umn.edu/cehd/insideout/>.

**Freelance Writer/Editor** (Sept. 2006 – Feb. 2007) *Self-employed, Mpls., MN*

Wrote and edited various marketing materials, including feature articles, corporate communications, and website copy. Clients included Idea Girls (sub-clients were Apogee, Ceridian, Weekly Reader publications, and Thrivent Financial for Lutherans) and Golson Books.

**Associate Editor** (January 2006 – Sept. 2006), **Assistant Editor / Publicity Team Member** (Sept. 2004 – December 2005) *Search Institute, Mpls., MN*

Acted as acquiring editor for 4-6 titles annually. Performed all tasks related to preparing manuscripts for publication, including contract negotiation, substantive editing, copyediting, and proofreading. Researched and solicited external reviewers. Transmitted manuscripts to production coordinator. Wrote and edited marketing materials, including press releases, jacket copy, and internal marketing summaries. Edited weekly electronic newsletter on parenting issues. Led biweekly acquisitions meetings.

- Promoted to Associate Editor in just over one year.
- Procured 7 publication endorsements from published authors, a first for the organization.
- Expanded market evidence research process for potential products; took on market evidence research duties for entire department, completing research for more than 20 proposals

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## **Public Relations Specialist\***(August 2003 – May 2004) *General Mills*, Golden Valley, MN

*\*Held position as contract employee February 2003 – May 2003*

Assisted managers in development and execution of PR campaigns. Researched and responded to media inquiries. Tracked project budgets and expenditures against estimates. Wrote press releases, collateral material, and product copy. Composed project results reports.

- Maintained direct budgeting and project management responsibility for \$95K+ campaign•
- Created PR component of “Brand Champions,” an internal training program for the General Mills marketing team

## **Senior Editor / Project Manager** (October 2002 – June 2004) *Twin Cities Pride Guide*, Mpls., MN [annual position]

Edited and proofread annual 90+ page magazine Acted as liaison between writers and Pride board members.

- Supervised team of 3 freelance writers

## **Managing Editor** (July 2002 – December 2002) *The Whittier Globe*, Mpls., MN [part-time position]

Acted as primary contact for community public relations officials. Recruited and cultivated freelance writers and translators. Collaborated with graphic design consultant. Solicited news articles and story ideas.

- Greatly expanded monthly community events calendar

## **Editorial Assistant** (January 2000 – March 2002) *Coffee House Press*, Mpls., MN [part-time position]

Aided in coordination of author events, media tours, and press mailings. Composed publicity and development materials. Assessed submissions for possible publication. Performed line edits, copyedits, and proofreading.

- Researched development leads
- Assisted in interviewing, training, and supervising interns
- Created intern job folder, including employment vacancies and articles on the publishing industry

## **Literary Assistant** (September 1999 – December 1999) *The Gislason Agency*, Mpls., MN [part-time position]

Maintained client relations with authors. Planned conference itineraries. Drafted correspondence. Assessed submissions for possible acceptance.

- Instituted standard office procedures and filing system

## **OTHER EXPERIENCE**

- Maintain personal blog: <http://girlsmaketrouble.wordpress.com/>.
- Co-author of *Raise Them Up: The Real Deal on Reaching Unreachable Kids* (June 2006. Search Institute)
- Freelance writer for corporate and nonprofit clients, including General Mills and the Minnesota Society of Certified Public Accountants.
- Secretary of the Board of Coffee House Press, Mpls., MN.
- Screened entries for the 2001 SASE/Jerome Grant (Nonfiction category).

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- Published over 25 articles, including pieces in *Rain Taxi Review of Books*, *The fedgazette*, and *Pulse of the Twin Cities*.
- Former associate member of the Public Relations Society of America (PRSA).
- Volunteered at the 2003, 2005, and 2006 Twin Cities Book Festivals.

## EDUCATION

UNIVERSITY OF MINNESOTA, Minneapolis, MN  
M.A. in Strategic Communications, expected in 2008  
B.A. in Latin, 2002

College of Liberal Arts Dean's List \* Jim Murray Memorial Scholar \* Curtis L. Erikson Memorial  
Scholarship

CARLETON COLLEGE, Northfield, MN  
1997 – 1999  
National Achievement Scholar