

# GEORGIA WHITNEY

517 Central Ave. ♦ Lancaster, NY 14086  
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## WRITER/EDITOR

Adaptable, highly skilled writer, editor, and project manager with extensive experience in Fortune 50, health care and human services organizations. Capabilities also include budget development and management, and creative concept development.

- Public Relations
- Comprehensive Marketing Communications
- Creative/Strategic Planning
- Life Review/Guided Autobiography
- Technical Writing
- Memoir

## PROFESSIONAL EXPERIENCE

**WRITE FOR YOUR LIFE - Lancaster, NY**

2006-present

### Owner

Provide comprehensive marketing, advertising and public relations services, with special focus on health care and human services organizations. Services also include guided autobiography workshops and life reviews.

Clients have included:

### **Bottom-Line Bookkeeping and Accounting** – Williamsville, NY

- Oversee all marketing, advertising and promotional activities, developing strategies to increase organization's customer base and revenues. Revenues have increased 30% in the past year.

### **Guiding Eyes for the Blind Erie Region Puppy Raising Program** – Hamburg, NY

- Created and implemented a comprehensive public relations program for an open house and puppy raising event. Resulted in extensive press coverage, approximately 30 inquiries, and five new applications for the puppy raising program.

### **Seneca Street Community Development Corporation** – Buffalo, NY

- Planned and executed public relations program for Babcock Community Garden, which garnered widespread neighborhood interest and significant press coverage.
- Planned, wrote and produced the *Seneca Street Sentinel*, a newsletter for and about the Seneca Street neighborhood and its constituents. Raised awareness of the community's joys, successes, and challenges, and helped increase funding.

### **Strong Memorial Hospital** – Rochester, NY

- Created and implemented strategy for the Legacy Project, a special service to help capture life stories of patients in the hospital's Palliative Care Program. Responses from patients and their loved ones were overwhelmingly positive.

### **The Write Angle** – Fairport, NY

- Edited policies and procedures manuals, user manuals, and other technical documents for robotic technology pharmaceutical equipment. Customers found manuals well organized and easy to read.

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**PROFESSIONAL EXPERIENCE (Continued)**

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**WHITNEY MARKETING COMMUNICATIONS - Rochester, NY**

1985 - 2004

**Owner**

Provided marketing communications, public relations, and technical writing as well as strategic communication planning services for clients. Supervised work of art directors and other writers.

**Xerox Corporation - Rochester, NY**

- Supported design and implementation of communications plan for local Xerox sales office. Helped increase employee satisfaction 12 points for the year.
- Co-wrote a rock music video for Xerox, which earned a Certificate of Merit in the Chicago International Film Festival and received a 95% customer satisfaction rating.
- Wrote parody song lyrics and poetry for executive events; helped increase employee satisfaction over several years' time.

**NuKote International - Rochester, NY**

- Developed and executed a public relations program, including publicity, media relations, feature articles, newsletters, and special media events. Substantially increased inquiries and corporate visibility, both nationally and internationally.

**Strong Memorial Hospital - Rochester, NY**

- Wrote brochures for the hospital's pain treatment center and cardiac rehab unit. Tailored brochures for both health care practitioners and patients.

**Nalge Company - Rochester, NY**

1979 - 1985

**Advertising Specialist**

Responsible for researching and implementing major public relations programs for labware division. Wrote and produced sales literature, direct mail, newsletters, brochures, technical data sheets, instructional inserts, catalogs and audiovisual presentations. Scheduled and supervised the work of photographers, art directors, and other writers.

**RUMRILL-HOYT, INC. - Rochester, NY**

1976 - 1979

**Copywriter**

Wrote newsletters, ads, scripts, brochures and direct mail pieces for Eastman Kodak Company's Health Science Markets and American Hospital Supply. Held some account executive responsibilities, including budgeting and campaign planning.

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**EDUCATION/ ACTIVITIES**

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**PACIFIC LUTHERAN UNIVERSITY - Tacoma, WA****MFA, Writing****ST. JOHN FISHER COLLEGE - Rochester, NY****B.S., Communications**

Avid memoir writer. Teach Guided Autobiography groups for senior citizens; facilitate life reviews for patients in hospice and palliative care centers.