

HEIDI L. EVANS

1201 Del Roy Drive
Cedar Park, TX 78613

hevanshelpme@gmail.com

(512) 363-5094 H
(512) 417-6210 C

GOAL

Use my media abilities, teaching skills and tech savvy to improve the Web for users and clients.

ACCOMPLISHMENTS

- Award-winning writer and photographer reporting for eight years with news organizations.
 - Longtime writing contractor creating content and e-newsletters for Military OneSource, a prominent support Web site that receives more than 20 million hits per month.
 - Regular contributor to publications with circulations of up to 70,000 per issue.
 - Teacher and trainer creating custom curriculum for new programs and unique students.
-

PROFESSIONAL EXPERIENCE

MULTIMEDIA AND COMMUNICATIONS: Writing, Photography, Editing, Web Design

- Published hundreds of features, news stories and photographs for publications such as: Military Spouse, the Kitsap Sun, and the Estes Park Trail-Gazette. Won first-place award from the Colorado Press Association for story on date rape and first-place award for fire photos.
- Recognized weekly column writer for the Kitsap Sun earning a "Best Column" award from the Society for Professional Journalists for newspapers circulations up to 30,000.
- Developed and presented PowerPoint training materials on complex medical topics.
- Created Web sites for a private investigations firm and a Navajo weaving business.

ADMINISTRATIVE ASSISTANCE: Optimizing, Organizing, Revising, Bookkeeping

- More than six years experience with remote work. Coordinated subject matter experts spanning from Japan to Germany to create in-depth advice and training pieces on overseas moving.
- Prepared a 200-plus page non-fiction book for publication by Harvard Press.
- Trained and assisted entrepreneurs with QuickBooks, Constant Contact, DimDim, Microsoft Outlook. Wrote blogs, created marketing efforts to acquire positive customer reviews. Analyzed Web sites and made changes to improve Google rankings and presence. Updated professional materials for best use.
- Manipulated and updated 2,000-plus contacts database for efficient use.

TEACHING AND TRAINING: Instructing, coordinating, creating curriculum

- Created curriculum and taught the library program for 162 students ages 3 through kindergarten. Managed the library database and records. Controlled a \$7,000 annual budget.
- Coordinated new Mothers of Preschoolers chapter for Silverdale Lutheran Church in Washington. Created a budget. Wrote successful grant requests and coordinated fund-raising. Scheduled speakers. Coordinated nearly 20 program assistants. In less than six months, the program grew from 4 to nearly 100 participants.
- Taught English and creative writing to students in grades six through eight. Tailored curriculum to meet the standards of the International Baccalaureate program.

EDUCATION

DEGREE: Bachelor of Science in Journalism with Honors from University of Colorado, Boulder.

CERTIFICATES: Technical Writing from Regis College of Denver, Colorado.

In Progress: WebMaster Certificate in Design from Austin Community College

COMPUTER SKILLS

EXPERT: Microsoft Word, Outlook, Publisher, PowerPoint, Quicken

HIGHLY QUALIFIED: Microsoft Excel, QuickBooks, Photoshop, Dreamweaver, Constant Contact, DimDim, VoIP, HTML, CSS, Java.

RELATED SKILLS: Optimizing files for Web sharing, programming smart phones. avoiding spam filters, using social media, search engine optimization, and shooting photographs with DSLR digital equipment.

PROFESSIONAL SUMMARY

Executive Assistant – [2009 -] Avail Assistants

Assist entrepreneurs with key tasks including organization, managing QuickBooks, editing documents, maintaining Web sites, writing blogs and white papers, creating correspondence and marketing materials.

Writing Contractor – [2004 -] Military OneSource, *Military Spouse* magazine, *Kitsap Sun* newspaper

Write front-page articles for magazine circulation 60,000+; Earned a regional award for weekly column writing; Produce content and e-mail newsletters for 20 million+ hit-per-month Web site.

School Librarian – [2008] Navy Hale Keiki School, Honolulu, HI

Created curriculum for inaugural year of the program. Taught students library skills and crafts while managing classrooms with 20 students or more ranging in age from 3 to third grade. Maintained database and circulation of thousands of volumes. Managed a regular budget of \$8,000.

English and Creative Writing Teacher – [1999-2000] West Sound Academy, Poulsbo, WA

Created initial curriculum for private school, incorporating the arts and history as well as tailoring it to meet the standards of the International Baccalaureate program. Taught grades five through nine.

Education Reporter – [1997-1999] *Kitsap Sun* newspaper, Poulsbo, WA

Wrote hard news and features for daily newspaper circulation 30,000. Sunday front-page features included: an in-depth analysis of voting patterns, an undercover story on emergency-certified substitute teachers, and a focused look at the challenges of educating a boy with unique and severe disabilities.

Executive Assistant – [1996-1997] Norrell Staffing Services, FL and NY

Superintendent's secretary for the Rensselaer School District: managed personnel records and applications, coordinated the superintendent's and the district facilities' calendar, and more. Assistant to the International Headquarters Marketing Department for Scholastic Book Fairs.

Reporter and Editor – [1992-1996] Three Colorado newspaper organizations.

Wrote hundreds of features and hard news stories, often shooting my own photographs. Earned awards for best feature and best feature and news photograph from the Colorado Press Association.