

NANCY L. HOFFMANN
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SKILLS

- Content writing and design of web sites
 - Copywriting
 - Copy editing
 - Proofreading
 - Transcribing
 - Expertise in Microsoft (Word/Excel/PowerPoint), Photoshop, InDesign, Quark, Illustrator, ImageReady, Flash, Dreamweaver, plus CSS and HTML coding.
 - Expertise with the *Chicago Manual of Style*, plus APA, MLA and Harvard formatting.
 - Languages: French (fluent), German and Spanish (conversational), and Arabic (three years of study in Syria, Turkey, and the US)
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WORK HISTORY

Content Management Consultant, Audible Inc./Amazon.com — October 2015 to the Present

- Proofread e-books that accompany audio in Audible English (ESL for business), following the *Chicago Manual of Style* guidelines.
- Transcribe documents from audio to text.
- Copy edit documents.
- Utilize a wide range of knowledge on a wide variety of subjects for clients that include Heritage Radio (food and fashion), Bloomberg Radio (finance), PRI (Public Radio: all subjects), as well as a working knowledge of other languages, including Latin, French, German, Spanish, Japanese, and others.
- Create internal wikipedia pages (using html coding and imported images) on topics that instruct others in my department on how to do their jobs correctly.

Freelance Experience – 2005 to the Present

Copywriter

Write collateral materials such as sales sheets, catalogs, direct mail, web content for both small businesses and large corporate clients (e.g., Bernard Schmidt Productions, Newtek Business Solutions, Omar Periu International).

Proofreader

Proofread pharmaceutical, financial and corporate copy in English, French, and Spanish. Clients have included Waterfall and Vanguard Direct, among others.

Copy editor and proofreader

The Affluent Page magazine: Edited and proofread articles for a monthly magazine. Worked closely with the publisher, art director, and writers to maintain the house style. (August 2013 – the present)

Legal proofreader for major international law firms

Baker & McKenzie: Proofread many long documents for Pall Medical and its affiliates, ensuring that they matched the originals in every detail (some Spanish was involved), and supervised the other proofreaders. (June 2012)

Hughes, Hubbard & Reed LLP: Proofread extension documentation, ensuring that the Criticisms of the UK original were preserved and correct. (July 2011)

Ropes & Gray: Proofread large documents against a master, verifying that Latin phrases were correctly used and spelled. (June 2011)

Davis Polk & Wardwell LLP: Proofread long documents, ensuring they matched the originals in every detail, and that all previous changes were correctly made. (2015)

Blogger

AlexGinzberg.com: Created the look and content for the blog of Alex Ginzberg, a real estate broker, and wrote articles about the New York and international markets on a weekly basis. (May 2013 – the present)

Careerhelix.wordpress.com: Wrote articles for an online monthly newsletter sponsored by the New York Women In Communications, Inc. (July 2007 – March 2009)

Have designed and written the content of these three blogs of my own: Thresholdjournal.com, Tomatogreening.com, and Shopgreenmall.wordpress.com. (April 2007 – the present)

Web designer and content writer

Designed and/or wrote content for the following websites: alexginzberg.com, askeveryman.com, balletbuilders.org, bemondo.com, coralrealtygroup.com, discovertimbuktu.com, earthadvertising.com, i-latina.cc, joanne-gerber.com, nancywritescopy.com, shopgreenmall.net, stevekaye.com, tomatodesign.net and transformatives.com, among others. (2005 – the present)

Webmaster

Oversaw the following websites: armyofthepotomac.net, curiouspictures.com, curiousstays.com, earthadvertising.com, joanne-gerber.com, shopgreenmall.net, and tomatodesign.net. (2005 – the present)

Ghostwriter

Wrote content for corporate executives and academic professionals. One recent project involved a study for a proposed anti-littering program in Lubbock, Texas. This entailed rewriting the original paper to adapt it to academic journal standards and creating a 15-page PowerPoint presentation to be made to the Lubbock city government and to the Cazares Middle School, in Lubbock. The program would include a survey to be conducted by seventh-grade students and overseen by their teachers. (2012 – the present)

Market researcher

Ronan D. Cox, Vice President-Investments and Financial Advisor, UBS: Performed extensive marketing research for a client of Mr. Cox that involved the collection of names, contact information, and salaries of CEOs in various industries, as well as the hotels and restaurants where they would spend their money. This was intended to help the client accurately target a client base for their start-up company. (July 2012)

Experience as a Full-Time Copywriter – Before 2005

Waterfall Communications

An advertising and design firm based in New York, NY (1 year)

- Wrote and managed content for corporate websites (waterfallgroup.com, i-latina.cc, discovertimbuktu.com, melcinarosas.com, gda.com) and collaborated with the IT department on site implementation in Flash and Dreamweaver.
- Wrote and produced all printed materials for clients (in various languages) in a wide range of industries, among them pharmaceuticals, finance, entertainment, tourism, and fashion.
- Solicited new business and liaised with major clients, such as Grey Healthcare Group/Phase V.
- Wrote all design proposals and printing quotes.

Leibson, Lightle & Associates, Inc.

An advertising and public relations firm based in Chicago, IL (2 years)

- Wrote copy for PR kits and for radio, newspaper, and magazine ads. Clients included large real estate corporations and malls (Arthur Rubloff, Lake Point Towers, the Ambros Group, and others) and their affiliated properties, as well as various malls and high-end residential buildings.

Cohen & Greenbaum, Inc.

An advertising agency based in Chicago, IL (2 years)

- Wrote copy for print, radio, and television ads. Clients included the Chicago Mercantile Exchange, Scandinavian Design, Golden Bear Family Restaurants, Unity Savings Bank, and Karroll's Menswear.

N.W. Ayer

- A global advertising agency based in Chicago, IL (4 years)
- Wrote print and television ads for AT&T, Caterpillar, Scholl's Footwear, Alberto-Culver, and Container Corporation of America.
- Also wrote/created print ads, and direct mail and collateral materials for Blue Cross/Blue Shield, Wishbone Salad Dressings, General American Transport Corporation (GATX), and the Ravinia Music Festival.

EDUCATION

Scripps College, Claremont, CA

Bachelor of Arts, with a major in art/design.

Other Training:

Moritz Legal/Financial Proofreading Training, New York, NY.

MAT/Reading Specialist: National Louis University, Evanston, IL.

PROFESSIONAL RECOGNITION

***OPRAH* Magazine**

The magazine featured Nancy in an article of mine on networking, entitled "Toot Your Own Horn." (March 2003)

Colonel, United States Air Force Art Program

Flew missions on assignment from the Pentagon to document USAF operations, and the paintings that resulted are now in the permanent collections of the USAF Art Museum and the Pentagon. (Since 1992)

***PRINT* Magazine**

Recognized in their *Regional Design Annual*.

Musée de la Poste (Paris)

Included in an international exposition of designs and logos, entitled "Papiers et En-têtes" ("Papers and Letterheads").

Association of Professional Researchers for Advancement (APRA)

The Association created a Special Award of Excellence to honor my work.

American Corporate Identity, Simpson Papers, Mohawk Papers, Art Directors Club of New Jersey (ADC/NJ)

Gold and silver medals, as well as eight certificates of excellence, from the above organizations.