

# ☪ Jennifer A. McGuiggan ☪

☪ [www.thewordcellar.com](http://www.thewordcellar.com) ☪ [jennifer@thewordcellar.com](mailto:jennifer@thewordcellar.com) ☪ 724-787-1288 ☪

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**Accomplished, detail-oriented professional writer and editor with experience developing communication pieces in a variety of print and electronic formats, including:**

- Articles
  - Newsletters
  - Website content
  - Blogs
  - Book manuscripts
  - Marketing collateral
  - Press releases
  - Taglines
  - Ads
  - Video scripts
  - Technical materials
- Uniquely skilled in “big picture” strategic brainstorming and “nitty-gritty” tactical implementation
  - Education and experience in business, technology, non-profits, education, travel, and the arts
  - Comfortable working with, and writing for, a wide range of constituents and audiences
  - Strong project management skills
  - Inquisitive mind with excellent research skills
  - Entrepreneurial spirit dedicated to excellence
  - Quick learner
  - Experienced in translating technical concepts into “plain English” and serving as a liaison among IT staff, communication professionals, and management

**Education:** Grove City College, BA, English (High Honors) with Communication Auxiliary (theater emphasis), *magna cum laude*

**Memberships:**

- Past Member, International Association of Business Communicators
- Past Professional Service Provider Member, National Speakers Association, Pittsburgh Chapter

**Portfolio:** Examples available online at [www.thewordcellar.com](http://www.thewordcellar.com); additional samples available upon request

**Credentials:**

**August 2003 – Present: Owner, Freelance Writer and Editor, The Word Cellar, Greensburg, PA ([www.thewordcellar.com](http://www.thewordcellar.com))**

- Consistently meet deadlines while delivering top-quality material for diverse client base
- Write copy for websites, newsletters, press releases, articles, ads, handbooks, and video scripts for businesses and non-profit groups
- Edit articles, dissertations, and book/e-book manuscripts for content, grammar, style, clarity, and consistency
- Sample client testimonial: “*You are awesome! Not only are you good at what you do, but you are professional. You told me when to expect the final copy and you delivered.*” – Patty Kreamer of Kreamer Connect, on her second book, *The Power of Simplicity*

**January 2001 –June 2006: Coordinator, Electronic Communications, Seton Hill University’s E-Magnify center for women entrepreneurs, Greensburg, PA ([www.e-magnify.com](http://www.e-magnify.com))**

- Efforts to create a high-quality, content rich website resulted in a featured website recommendation in Harvard Business School's HBS Working Knowledge newsletter (January 2004)
- Lead strategic direction and tactical implementation for website initiatives, including marketing efforts and creation of marketing materials
- Collaborate with external marketing firm and internal communications team on brand identity and renaming campaign
- Initiate and grow strategic partnerships with resource partners, small business owners, and corporations
- Serve as liaison for creative, management, and technical teams to maintain strong online presence and implement website vision to be a significant resource for small business owners
- Write website copy, feature articles, and regular electronic newsletter
- Implement online educational components such as webinars
- Manage all website content, including editing hundreds of articles from dozens of writers
- Monitor content effectiveness specific to website's objectives and implement changes as needed
- Executed a successful reciprocal linking campaign at no hard cost that resulted in numerous partnership, wider visibility, and higher Google page rankings
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**October 1999 – January 2001: Support Staff, Language Technologies Institute, Carnegie Mellon University, Pittsburgh, PA**

- Wrote, edit, and designed promotional and informational materials
- Proofread highly technical National Science Foundation grant applications for grammar, clarity, and consistency
- Monitored and updated portions of department website, ensuring accuracy of information
- Coordinated and organized written material for confidential faculty reappointment and promotion reviews

**September 1998 – August 1999: Coordinator, Christian Kitchen, Waltham Forest YMCA, London, England**

- Managed project of 200+ volunteers, ensuring that 60 homeless clients received nightly meals
- Created quarterly newsletter to inform and motivate program volunteers
- Served as Public Relations representative, providing information to individuals, organizations, and the media
- Created the program's first comprehensive policy and procedure manual

***Additional Experience:***

**Office Assistant**, National Council of YMCA, London, England

- Worked with Income Administration Department, using Raiser's Edge to enter and update records

**Visiting Classroom Facilitator**, Youth for Christ, London, England

- Assisted with classroom lessons, guiding discussions and encouraging thoughtful interaction among students

**Fundraising Chair and Service Chair**, *Theta Alpha Pi* Sorority, Grove City College, Grove City, PA

**Public Relations/News: Junior & Senior Chairs**, Grove City College Parents' Weekend

**Internal Public Relations**, Grove City College Speech and Debate Team