



LYNNETTE BAUM

17595 Harvard, Suite C-144
Irvine, California 92614
Office: 949.654.3891
therightwriter@cox.net
www.the-right-writer.com

COPYWRITER • EDITOR • PR SPECIALIST

AN EXCEPTIONAL WRITER

Experienced PR, marketing, creative, “ghost” and technical writer. Proven expertise in press pitching, editing, concepting, research and electronic media. Recruited for national campaigns.

KEY AREAS OF EXPERTISE

Press Pitching	Creative Copywriting/Collateral
Branding - Concepting	Art Direction - Editing
Ghostwriting	Public Relations

AWARDS & COMMENDATIONS

- Awarded the “*Person of Letters Award 2009*” by the La Jolla Writers Conference
- Meritorious in-house award for excellence in client copywriting
- Company-wide award for superior creative/effective marketing concepts for small companies
- *2 Golden Microphone Awards* and *3 Silver Microphone Awards*
- *Odyssey House International Award* for excellence in broadcasting
- Invitation to join *Who’s Who of Women in America*

COMMUNITY LEADERSHIP

- Acting President of the *Southern California Writers Association (SCWA)* for 2010
- Art directed new *SCWA* logo for fall redesign in 2009
- Currently concepting, writing and formulating art direction, layout and script for new *SCWA* website launch slated for 2010
- Generated invaluable *SCWA* connections with celebrity authors, like Ray Bradbury, Steven J. Cannell, Elizabeth Yost and Lew Hunter (as well as many other celebrity writers/producers), while serving for over four years as VP of Programming for the *SCWA*

CREATIVITY

- Art direction and design ability contributed to the development of striking print marketing layout/design projects for progressive Orange County companies
- Artistic talent – three original oil paintings juried into the *Orange Open Art Show*, an elite statewide competition with a public viewing forum

EMPLOYMENT

Writer/Marketing Consultant

The Right Writer, Irvine, California

10-99 - to Present

Copywriter, editor, press pitching and social media expert, ghostwriter and marketing consultant for well-known firms on the Golden Coast, like Shiny Objects Marketing Agency, VUE Ultrasound, TUI University, Festival of Arts/Pageant of the Masters, 3 Day Blinds, Cal Pac Sheet Metal, CVS/SoundVision, RNM Design, TVA (The Video Agency), CSULB-SONY PICTURES Film Festival, Danielian Associates, Pacific Communications (an Allergan Agency), Sherman Sound Suites, VPC Communications, etc. Skilled in print/electronic media, press release and article writing, brochures, technical writing, ad copy, newsletters, speechwriting and radio/video/CD scripts. Ghostwriter and editor for numerous authors, from coast-to-coast.

Senior Marketing Writer

Practice Builders Agency, Irvine, CA

03-99 - 10-99

Marketing writer for small to mid-sized “practitioners,” including medical doctors (of all disciplines), financial experts, chiropractors, physical therapists, eye specialists/surgeons and audiologists. Campaigns included radio/TV commercials, magazine ads, newspaper ads, brochures, telemarketing scripts, gift certificates, direct mail (postcards, flyers, freestanding inserts), and video/CD projects.

Entrepreneurial Ventures

Marketing Consultant - Teacher

05-89 – 03-99

Entrepreneurial activities included promoting “marketing consultation” skills to individual clients, creating marketing media at clients request and teaching classes (from self-developed syllabuses) for Learning Tree University.

Creative Director

Broadcast International, Salt Lake City, Utah

05-87 – 05-89

Concepted/wrote/produced all electronic media (from 60 and 120 radio ads per week.) Management and direction of all talent and sound studio employees.

Operations Manager

KFAM Radio, Bountiful, Utah

05-82 – 05-89

Concepted/wrote/produced all “aired” commercials (both radio and television.) Increased sales revenue by building “Blue Chip” clientele list while managing employees and contributing to sales training/marketing efforts.

TECHNICAL SKILLS

- Word Perfect 6.0
- Microsoft Word 6.0
- Microsoft Word 6.5
- PageMaker 6.0
- PageMaker 6.5 (MAC/PC)
- Microsoft Publisher 2000
- Network & PC Environments
- IBM/MAC/EXCEL Capabilities
- Internet Expertise
- Proofreading & Editing
- In-depth Research
- Email & Office Machines

PROFESSIONAL DEVELOPMENT

- **Continuing Education –**
 - Attendance at monthly SCWA meetings for over six years
 - La Jolla Writers Conference Attendance yearly (2006-2009)
 - Marketing Seminar (1 week), Wharton School of Business, Philadelphia, PA

EDUCATION

- **BYU - BA Candidate – Major Studies:** English–Writing Emphasis; **Minor:** Nursing–BYU, Provo, UT
- **Ricks College/BYU Idaho - Undergraduate Coursework –** English (Creative Writing Emphasis); Psychology/Biology/Veterinary Science - Rick's College, Rexburg, ID