

Rhetoric In Action is. . .

Communication that drives home the message—and opens a conversation.

Copy that speaks clearly and directly to a well-targeted audience.

Advocacy that commands attention and motivates action.

Language that gives the organization a human voice.

Thinking that sharpens focus and adds value.

Skillset

- Versatile, tech-savvy writer
- Perceptive copy editor and reviser
- Veteran marketing campaigner
- Resourceful info hunter-gatherer
- Rapid assimilator
- Avid collaborator
- Careful fact checker

Portfolio

Brochures, annual reports, data sheets, web content, direct mail, product catalogs, corporate branding, newsletters, advertisements, backgrounders, sales briefs, articles, customer success stories, presentations, video scripts, sales training, interviews, technical white papers, press releases, song lyrics, signage, tag lines, invitations.

Clients

Adobe Systems, Aperto Networks, Ask Jeeves, C-Cube Microsystems, Cray, Cisco Systems, Compaq Computer, Hewlett-Packard, Hitachi, Luminous Networks, Novell, Packeteer, Palm, ROLM/Siemens, Sun Microsystems, Symantec, Unitrends, 3Com, Xerox & others.

Timeline

- *13 years* as a freelance marketing writer, editor, and consultant
- *9 years* as a marketing communications staffer at 3Com Corp., Amdahl Corp., and ROLM/Siemens
- *5 years* as an instructional designer and course developer at ROLM/Siemens and Deterline Corp.
- *2 years* teaching freshman English at the University of California, Riverside

Schooling

Ph.D. candidate in English, University of California, Riverside

M.A. in English, University of California, Riverside

B.A. in English, University of California, Santa Barbara

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Rhetoric In Action

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