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# AUDRE AZUOLAS

## Freelance Copywriter/Editor

### OVERVIEW

Freelance copywriter and editor with a Master's degree in English and 8 years of experience helping businesses, governments, and nonprofits make an impact on targeted audiences. Expertise includes web copy, blogging, reports, proposals and grants, speeches, and promotional materials.

### EXPERIENCE

#### **Elecommunications**

*Freelance Copywriter, Editor, and Communications Consultant (2013–present)*

- Write web copy, blogs, and social media text for international audiences, including applying Search Engine Optimization (SEO) principles to maximize client visibility and online presence.
- Design and help execute communication strategies for small businesses and international organizations, including print, online, and media.
- Write, substantively edit, and/or copy edit reports, proposals, grants, and other materials to ensure a clear, persuasive message and a flawless presentation.

#### **U.S. Department of Transportation (Washington, DC)**

*Writer/Editor (2011–present)*

- Write and substantively edit Government reports, congressional testimonies, speeches, Web content, correspondence, newsletters, professional presentations, and other materials for executive-level management. This includes sensitive and high-profile publications garnering national media coverage.
- Render complex technical materials into clear, concise, plain language for non-expert audiences on subjects including aviation safety, Agency operations, Federal grant management, contracting and procurement, management accountability, and information technology.
- Design and edit visual aids such as graphics and charts to clarify and enhance complex data.
- Edit and proofread materials prior to publication for spelling, grammar, formatting, style, cohesiveness, logical flow, clarity, and compliance with internal and external specifications.
- Design and teach courses on writing, grammar, and internal publication guidelines to staff of all levels.

#### **ICF International (Bethesda, MD)**

*Jr. Editor (2008-2011)*

- Wrote, prepared page layout, and reviewed print and Web deliverables for Federal Government clients including NIH, NSF, the Department of Education, USAID, and CDC.

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- Helped write, prepare, and manage proposals for high-value contracts, including analyzing RFPs, developing schedules, reviewing proposal text for compliance and content, writing sections, customizing resumes and project descriptions, and coordinating editing and production.
- Managed content of division's Intranet, writing text and regularly updating the site.

### **Graphic Visions Associates (Gaithersburg, MD)**

*Freelance Copyeditor and Printing Assistant (2004–2008)*

- Edited and proofread content per client specifications on industry magazines and Government publications, and assisted in the printing and assembly of publications.

### **Indiana University (Bloomington, IN)**

*Associate Instructor, English Composition (2006–2007)*

- Developed students' analytic and communication skills through a rigorous, customized English composition curriculum.

## **EDUCATION**

### **M.A., English**

Indiana University (Bloomington, IN)      May 2007

### **B.A., English**

Pomona College (*Claremont, CA*)      May 2004

## **SKILLS**

- **Communications:** Copywriting, Editing, Formatting, Proofreading
- **Web:** Wordpress; HTML; CSS; Adobe DreamWeaver; Drupal; Microsoft SharePoint
- **Social Media:** Google+, Facebook, Pinterest, Twitter, Tumblr, and other blog platforms
- **Style Guides:** GPO, Chicago, AP, MLA, and various house and client-specific style guides
- **Desktop Software:** Microsoft Word, PowerPoint, Outlook, Excel; Google Docs
- **Publication Design:** Adobe Acrobat Pro, InDesign, and Photoshop; Microsoft Publisher

## **PROFESSIONAL TRAINING**

Presenting Data and Information, Edward Tufte (2011)

Introduction to Government Auditing, Graduate School (2011)

Introduction to Information Design, EEI Communications (2010)

Substantive Editing, EEI Communications (2009)

Adobe Acrobat Accessibility, EEI Communications (2008)

Intranet Usability, Neilson Norman Group (2009)