

# Mandy Zerr

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## SKILLS SUMMARY

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- Talented writer, editor, desktop publisher and project manager
- Winner of second-place Pennsylvania Keystone Press Award for news story in a weekly newspaper
- Five years combined experience writing and editing for print and the Web
- Proficient in using AP Style
- Deadline-driven and able to manage multiple tasks in a pressured environment
- Adept in both Mac and Windows platforms, Microsoft Office programs, Adobe Photoshop and Adobe InDesign; familiar with basic HTML and Dreamweaver
- Writing and editing samples available at [www.mandyzerr.com/portfolio.html](http://www.mandyzerr.com/portfolio.html)

## EXPERIENCE

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### **FREELANCER**

Pittsburgh, Pa.

**Writer, Editor, Copywriter and Designer** | August 2008—present

- Wrote and designed brochures for RAM Industrial Services Inc.
- Wrote and designed hand-outs for district judge campaign in Hamburg, Pa.
- Wrote feature articles for Central Penn Parent magazine
- Edited script copy for marketing video for 401! Creative design agency

### **SPOSTO INTERACTIVE**

Web design and advertising agency | Kutztown, Pa.

**Project Manager/Copywriter** | May 2006—August 2008

- Wrote copy for Web sites, microsites, landing pages, display banners and emails
  - Clients included Yahoo! and its various properties, Yahoo! HotJobs, State Farm and Botshabelo, a nonprofit organization in South Africa
  - Maintained client's voice and tone and adhered to brand guidelines and best practices
- Wrote press releases to promote Sposto Interactive's role in high-profile projects
- Proofread and edited copy and checked for design inconsistencies before final delivery
- Created online style guides for internal use at State Farm and Sposto Interactive
- Led and participated in team brainstorming sessions and reported ideas to creative managers
- Managed logistics of projects, maintaining schedules and ensuring deadlines were met

### **POTTSVILLE REPUBLICAN & HERALD**

Daily newspaper | Pottsville, Pa.

**Copy Editor** | February 2005—March 2006

- Collaborated with editor, managing editor and other copy editors to create paper's front page, local pages and wire pages
- Edited both local and wire copy
- Wrote headlines, captions and copy for graphics that accompanied stories
- Designed local and wire pages and chose photographs that best illustrated the news
- Proofread other editors' pages, checking for both design consistency and copy errors
- Wrote an editorial column called Mandy's Musings and a teen-oriented column for the paper's youth section

EXPERIENCE (Continued)

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**BERKS-MONT NEWSPAPERS INC.**

Weekly newspapers | Hamburg, Pa.

**Reporter/Sports Editor for Hamburg Item, Kutztown Patriot** | March 2004—February 2005

- Wrote local sports and news stories for two community weeklies
- Covered municipalities and school boards
- Wrote a monthly editorial column called Mandy's Musings and a weekly profile called Meet Your Neighbor featuring a resident in the paper's coverage area
- Developed story ideas and took photographs to accompany articles
- Assigned stories to sports correspondent and edited his work
- Wrote obituaries, engagement and wedding announcements and police and fire items
- Designed sports, neighbors, police and obituary pages using QuarkXPress

**RAM INDUSTRIAL SERVICES INC.**

Motor supply and service company | Leesport, Pa.

**Marketing Support** | May 2002—March 2004

- Event planning for all seminars, product fairs and customer service meetings
- Designed flyers, brochures and advertising using Adobe Photoshop and PageMaker
- Created and updated company Web site using Microsoft FrontPage
- Designed layout and wrote for new internal newsletter, Marketing Briefs
- Redesigned layout, edited and wrote for existing employee newsletter, RAMpage
- Performed front desk duties

EDUCATION

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**KUTZTOWN UNIVERSITY**

Professional Writing major, Public Relations minor | Kutztown, Pa.

**Bachelor of Arts Degree**, 2002 | GPA 3.89 out of 4.0

- Graduated summa cum laude
- Member of Sigma Tau Delta, English honor society, and Phi Kappa Phi, multidisciplinary honor society
- Received Runner-Up Student Employee of the Year Award for work at university library