

CASSIE JOURNIGAN

P.O. Box 1302
Bronson, FL 32621
(352) 354-1224
Cassie@BecauseOfWords.com

Highly focused and results-oriented writer and editor with a strong work ethic and a passion for excellence ready to help spread your word through writing articles, blog posts, newsletters, and more. Conscientious, prompt, and thorough.

SKILLS AND ABILITIES

Writing: Newspaper articles, newsletters, essays, resumes, speechwriting, curriculum development, research

Editing and Proofreading: News articles, author manuscripts, marketing materials and advertising copy (Chicago Manual of Style, AP Style Guide, company in-house style guides)

Interviewing: Politicians, business owners, everyday citizens

RELEVANT WORK EXPERIENCE

Writer, Editor, Proofreader: Self-employed; Chiefland, FL; Current

- Create website content including web pages and blog posts. Create, edit, and proofread resumes. Edit manuscripts. Current owner of writer website with blog focusing on small business.

Staff Writer: Levy County Journal; Chiefland, FL; 07/2006 – 09/2007

- Wrote articles on local politics, features, editorials. Took photographs. Directed layout of news pages. Managed junior writers and graphics staff. Developed style guide. Served as interim editor when newspaper had unexpected editor vacancy.

Marketing Coordinator: Water & Air Research; Gainesville, FL; 07/2001 – 07/2006

- Responsible for proposal development: reviewed government agency requests for proposals/bids (RFPs); coordinated teams for proposal creation; co-wrote, designed, and edited proposals. Wrote and/or edited marketing materials. Maintained marketing files and customer relationship management database. Generated correspondence. Wrote procedures and style guide. Managed entry-level marketing staff.

Freelance Writer: Westmoreland News; Montross, VA; 02/1994 - 05/1997

- Wrote and edited articles on local government activities and feature stories. Provided layout services as necessary.

Proofreader: Saatchi & Saatchi Advertising; Torrance, CA; 03/1988 - 12/1990

- Proofread all advertising copy including television, broadcast, and print media. Created style guide. Supervised entry-level proofreaders. Conducted visits to print houses to ensure accuracy of printed materials.
-

OTHER WORK EXPERIENCE

Career Development Coach: State of Florida/CareerSource Citrus / Levy / Marion Chiefland, FL; 03/2015 – 12/2019

- Determined candidate career readiness through interviews, skill assessment, review of experience, strengths, and barriers to employment. Taught interviewing techniques and resume writing. Reviewed daily job listings and provided referrals as appropriate. Wrote and maintained case notes.
-

EDUCATION

University of Mary Washington; Fredericksburg, VA; BLS

OTHER TRAINING

- Ed2Go, Santa Fe College, Gainesville, FL: Introduction to Writing for the Internet, Creativity Writing for Writers, Fundamentals of Technical Writing
 - Toastmasters (University of Florida/IFAS), past member
 - Santa Fe College: Business management classes
-

MILITARY

U.S. Navy; 2nd Class Petty Officer; Ceiba, PR and San Diego, CA