

Lisa Gluskin Stonestreet

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PROFILE

I'm an **experienced B2B writer and editor** with the skills and smarts to deliver strong internal or external content for top tech, consulting, and business clients.

EXPERTISE

- Thorough and professional writing and editing skills in wide variety of media and styles (AP, Chicago, MLA, house styles)
- Self-motivation and self-direction; quick learner who can hit the ground running and manage complex editorial projects
- Strong design skills and understanding of information architecture
- Experience and comfort with highly technical/complex material in a range of fields—business, advertising, consulting, finance, technology, education, design

EXPERIENCE

Freelance writer and editor, dba Ampersand Editorial Services (*ampedit.com*, 7/96–present)

- Consult on voice, messaging, and editorial content for business and consumer audiences
- Write and edit materials including **taglines, ad copy, packaging, blog posts, web copy, infographics, case studies, data sheets, and white papers**
- Lead teams of writers, editors, and designers to complete complex assignments on time and on budget
- Representative clients: Autodesk, Charles Schwab, Deloitte, Microsoft, PayPal, Pearson Education, Quid, SAP, SRI, Sony, Tixr, Westfield Labs

Writer/editor, The Content Bureau, Orinda, CA (*contentbureau.com*, 8/08–present)

- Write and edit extensive B2B content for boutique business writing agency
- Manage projects for clients in several divisions of multiple Fortune 500 companies

Writer/editor, Deloitte Center for the Edge, San Francisco, CA (*deloitte.com*, 8/08–present)

- Write and edit industry forecasts, research reports, articles, blog posts, and other complex analytical content for internal think tank of international consulting firm
- In 2011–2012, filled in for firm's Head of Eminence and Research Strategy during her maternity leave

Columnist, Content Bureau blog (*contentbureau.com/blog*, 9/08–present)

- For communications agency website, blog as the Grammar Queen, doyenne of semicolons and tea sandwiches (and grammatical savior of marcom writers everywhere)

Senior editor, University of California Office of the President (*ucop.edu*, 1/04–5/06)

- Wrote and edited student- and parent-facing applications and financial aid materials for incoming freshmen and transfer students to world-class university system
- Restructured UX/UI and managed overall redesign of undergraduate application information website

Instructor, UC Berkeley Extension, Berkeley, CA (*extension.berkeley.edu*, 9/14–8/16)

- Taught writing and literature courses including Poetry Revision Intensive and Modern & Contemporary Women Poets to students in Post-Baccalaureate Certificate Program in Writing

Adjunct faculty, Lake Tahoe Community College, South Lake Tahoe, CA (*ltcc.edu*), Sierra Nevada College, Incline Village, NV (*sierranevada.edu*), Sessions School of Art and Design (*sessions.edu*)

- Developed and taught courses including Introduction to Writing, Critical Reading and Writing, Critical Reasoning: Writing the Research Paper, and Business and Marketing Writing
- Earned consistently high evaluations from instructors, students, and administrators

Contributing editor, *Critique: The Magazine of Graphic Design Thinking*, Palo Alto, CA

- Consulted on launch of new graphic design magazine; helped determine voice, scope, and structure
- Built stable of respected design writers; conceived, edited, and wrote articles and reviews
- Managed website launch, overseeing design, content, and ecommerce

Editor in chief, *Fashion Internet*, New York, NY

- Launched successful online magazine for Web development partnership
- Hired staff of seven; conceptualized, assigned, and edited feature/review pieces; developed and oversaw \$700K operating budget
- Upon clash between owners, developed technical and financial plan to take site independent

Editor and publisher, *And Magazine*, San Francisco, CA

- Conceived and published quarterly arts magazine for the San Francisco Bay Area
- Recruited staff and freelance contributors, obtained financing, and created marketing and business plan
- Oversaw editorial, design, business, production, and distribution; wrote and edited numerous articles

Copywriter/designer, Neumeier Design Team (now part of Liquid Agency), Palo Alto, CA

- Assisted in graphic design studio specializing in software packaging and collateral
- Wrote and edited copy, created graphics, and designed layouts for software packages

Production/copy editor, Miller Freeman Inc., San Francisco, CA

- Managed *OS/2 Developer*, trade magazine for programmers of the IBM operating system
- Edited all copy; worked with authors to bring text of highly technical articles up to publication quality
- Oversaw design, layout, and production of bimonthly 136-page journal

EDUCATION

Warren Wilson Program for Writers, Asheville, NC

- MFA in poetry from top-five graduate writing program
- Jacob K. Javits Fellow in the Humanities for Creative Writing

Yale University, New Haven, CT

- BA in American studies, modern literature concentration
- Fiction, poetry, and nonfiction writing seminars; classes in printing, photography, and design

PUBLICATIONS

- *The Greenhouse* (Frost Place Poetry Chapbook Prize, Bull City Press, September 2014)
- *Tulips, Water, Ash* (Morse Poetry Prize, University Press of New England, 2009)
- *The Defining Factor: Using the Power of Design to Strengthen Your Business and Your Brand* (with coauthor Jeff Zwerner, for New Riders Press/AIGA Books, 2004)
- Published articles and reviews in *Exhibitor Magazine*, *Critique*, *How Design*, *Might*, and *Teenwire*
- Winner of numerous national awards for poetry including Javits fellowship, Frost Place Prize, Morse Prize, Emily Dickinson Award, James Duval Phelan Award
- Published dozens of poems in journals and anthologies including *Best New Poets*, *Kenyon Review*, *Quarterly West*, *The Iowa Review*, *32 Poems*, *Zyzzyyva*, and *Mississippi Review*