

PAMELA A. ZINKOSKY
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CAREER OBJECTIVE

Versatile writer and editor with extensive experience creating compelling copy for diverse audiences seeks journalistic, promotional or book-related editorial opportunities.

QUALIFICATIONS

- More than 30 years of diverse writing and editing experience, including feature and business articles, community news, magazines, brochures, newsletters, press releases, advertisements, Web site and social media copy, targeted business-to-business communications, SEO copy and ghostwritten books.
- Proven ability to adapt writing, research, interviewing and editing skills for specific audiences, including business owners, community residents, health care and benefits industry executives, public health professionals, product manufacturers and trade association members.

PROFESSIONAL EXPERIENCE

Freelance Writer, Farmington, MI 2004-present

- Wrote and researched up to 15 articles per month for newspapers, magazines, newsletters and online publications for clients like Crain's Detroit Business, Corp! magazine, Observer & Eccentric Media, The Oakland Press and the Jewish News.
- Provided interviewing, writing and editing services for publishing companies and corporations like Blue Cross Blue Shield of Michigan, Spark Creative and Vimax, a content marketing agency specializing in food.
- Wrote promotional copy, including targeted articles for print and online publication, key word-rich blogs, ad and flyer content, Web site and social media copy, and press releases.
- Ghost wrote and edited books and screenplays up to 80,000 words long for StoryTerrace.
- Conducted recorded online interviews of food and beverage businesses for Local Business News.
- Managed business Facebook pages for targeted audiences.
- Developed and authored a regular online and print community history feature for Observer & Eccentric.

BLUE CROSS BLUE SHIELD OF MICHIGAN, Detroit, MI 2002-2004

Communications Specialist / Associate Editor

- Wrote and researched 2-3 articles per week for a weekly employee publication.
- As associate editor, directed editorial content, approved graphic layout, served as final proofreader and editor, and managed corporate approval process.
- Wrote copy for internal Web site and posted using HTML editing software.
- Developed and helped design a weekly e-mail newsletter for employees.
- Managed employee communications campaigns and events.

NSF INTERNATIONAL, Ann Arbor, MI 2001-2002

Marketing Communications Specialist

- Wrote, edited, and managed design and production of publications for external audiences.
- Edited articles written by NSF employees and placed them in trade magazines and journals.
- Wrote and distributed press releases to appropriate media groups.
- Supervised marketing writer.

FTD ASSOCIATION, Livonia, MI

1999-2001

Assistant Editor

2000-2001

- Wrote and researched 8-10 feature and business articles per month for The Florist, a national retail florist trade magazine with a circulation of 16,000.
- Directed editorial content and planned its development.
- Edited and proofread all magazine copy, and approved graphic layouts.
- Scheduled and managed photo shoots.
- Designed and administered the magazine's contact database.

FTD ASSOCIATION, Livonia, MI

Staff Writer

1999-2000

- Wrote and researched 6-8 feature and business articles per month for The Florist.
- Edited and proofread all magazine copy.
- Scheduled and managed photo shoots.
- Designed and administered the magazine's contact database.

THE FLORIST MAGAZINE, Livonia, MI

1998-1999, 2001

Freelance Writer

- Wrote and researched 2-3 articles per month.

THE MEDSTAT GROUP INC., Ann Arbor, MI

1995-1998

Senior Writer

1997-1998

- Designed and planned marketing campaigns directed at health plans and employers.
- Wrote brochures, direct mail pieces, press releases and other promotional materials.
- Managed marketing projects, including budgets, schedules and collateral production.

Technical Writer / Lead Designer

1995-1997

- Wrote user and other technical documentation for health care analysis computer systems.
- Designed, developed and conducted troubleshooting for online help systems.
- Designed and provided project management for enhancements to legacy products.

VALUERx INC., Bloomfield Hills, MI

1995

Marketing Communications Coordinator

- Wrote proposals to acquire new prescription drug plan clients.
- Developed presentations to retain existing clients and acquire new ones.
- Researched proposal elements.

EDUCATION

Bachelor of Arts, English, University of Michigan, Dearborn, MI

1993

Communications and Linguistics minors, Graduate with High Distinction, 3.6 GPA

ADDITIONAL WRITING EXPERIENCE AND SKILLS

- PTA Reflections Program chairperson and writing judge
- Thorough knowledge of Associated Press writing style and ability to adapt to additional styles
- Proficient in Microsoft Word, Excel and WordPress