



Lynne Brandon

Writer/Editor

Greensboro, NC
United States

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Writer/Editor

Everything's Coming Up Daisies



Instead of making lemonade with the lemons that life sometimes hands us, jump in a field of daisies. It's cheaper than therapy and a lot more fun.



It's Amazing

Every Part of Life is Amazing



Summary

Creative, goal-oriented communications professional focused on results while exceeding client needs. Thrives in a dynamic, creative environment while managing multiple projects. Successful track record of leadership initiative within both internal/external communications. Excellent writing, editing, and communication talent. Consummate team player with solid people skills. On-going publications in local, state, and regional media, including upcoming byline in a well-regarded national magazine.

Work History

Brandon Communications

Greensboro, NC, United States

Feb 2008 - Present

Writer

Experienced freelance writer with more than 70 published articles in business, economic development, lifestyle, medical, educational, nonprofit and special event publications. Other writing skills include press release and blog posting (to see personal blog go to www.janebydefault.blogspot.com) as well as feature writing, book reviews and some technical writing.

Exclusive interviews include: Vice President of El Salvador, Pattie Petty of Petty Enterprises and Judge Glenda Hatchett of Court TV. Other prominent figures include Dr. Johnnetta B. Cole, former president of Bennett College for Women; David Congdon, owner of Old Dominion Trucking; national motivational speaker, Jeanne Robertston; Janet Ward Black, president of the North Carolina Bar Association; Michelle Clark, senior vice president of American Express Service Center and others.

Other national figures met in the line of work are Desmond Tutu, Rudy Giuliani, Ben Bradlee, Amy Tan, Nicholas Sparks, Lee Smith, Bob Timberlake, Phylicia Rashad, Maya Angelou and Erskine Bowles.

For more information about services and journalism experience, please go to www.lynnebrandon.com. All clips are not available on site but can be requested.

Guilford County Schools

Greensboro, NC, United States

Mar 2007 - Feb 2008

Program Administor - Publications and Special Events

Editor of employee e-magazine (distribution 10,000), special event publications (Back to School Web publication and School Celebration) and community e-letter. Research, writing, editing and proofing for all publications. Speech writing and talking points. Assist with special conferences. Work closely with graphic designer and media team.

Fast-paced environment in the third-largest school district in North Carolina.

BIZlife Magazine

Greensboro, NC, United States

Dec 2004 - May 2006

Editor

Editor of monthly business-to-business Triad publication. Conceptualize and research article ideas for editorial calendar year. Direct graphic designer regarding art layout and design. Supervise writers and photographers to obtain optimum efficiency, creativity and integrity. Maintain schedule and deadlines for writers, art director and photographers. Maintain editorial calendar. Attend photo sessions. Attend media events, tradeshows and networking events. Work closely with public relation firms and business community.

- Spearhead redesign of company Web site to drive new readership;
- Initiate concept for the first "Mover and Shaker" function as a successful revenue-generating event;
- Gain maximum exposure to key decision makers, national figures and people of influence;
- Forge close relationships with local universities as information sources;
- Drive the concept of diversity by providing more articles related to women and minorities;
- Improve the "look and feel" of publication by adding new writers, updated content and stronger design

Unifi, Inc.

Greensboro, NC, United States

Nov 1999 - Mar 2004

Communications Manager

Editor of internal magazine (4.5K distribution, globally) for international manufacturer. Other roles include, professional development leader, intranet content manager and responsibilities in marketing communications.

Editorial role encompass concept development/execution: writing, proofing and editing all magazine content. Direct freelance team, including on-site direction for photo shoots, videos, etc.

Professional Development: Instructor: Stephen Covey Writing Advantage; Professional E-mail course, Culture Diversity Training (Brazil, Thailand, etc.)

Marketing position include product copywriting, work with designer and other creative team members on design concepts and branding of company products.

Additional responsibilities:

- Lead design projects for Unifi University and additional manufacturing locations;
- Execute local community events, including media and public relations;
- Manage publicity for employee events at manufacturing locations;
- Conceptualize and brand internal promotional vehicles *U-Magazine* and *U-Connect* (intranet);
- Develop strong relationships throughout organization via communication initiatives

Education

UNC-Greensboro

Greensboro, United States Sep 2001 - May 2005

Master of Arts , Liberal Studies

Graduated Magna Cum Laude.

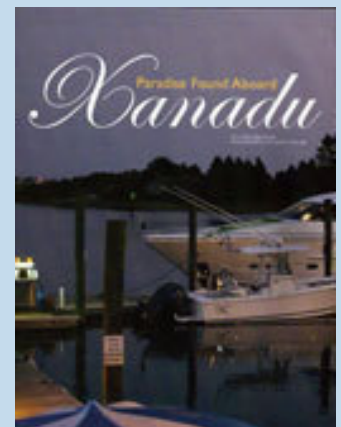
The Master of Arts in Liberal Studies degree (MALS) is designed for the person who retains the child-like fascination about life and a desire to know more. It is also a sanctuary for critical thinkers and those who aspire to be lifelong learners. MALS was instrumental in shaping me into a better reader and becoming a more well-rounded individual.

Worlds Away In Lake Toxaway



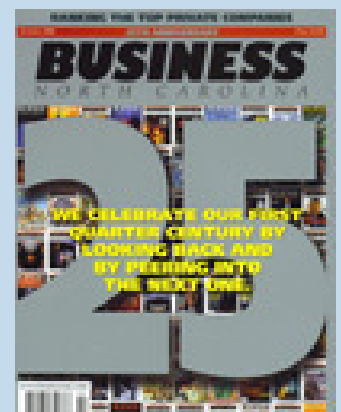
Lake Toxaway combines leisure, fun and sun in a scenic destination located in of North Carolina's prettiest mountains. Byline cover story published in June 2008.

Xanadu



There's nothing like seeing the world on Xanadu. Come along for the ride. Byline published in February 2008.

North Carolina's Inner Banks Real Estate Boom



Byline feature article published in Business North Carolina Magazine, October 2006. Read about the Inner Banks real estate boom.

MALS is light years ahead of the "outside of the box" thinking and instead taught me to throw the box away, Check it out and learn to color outside of the lines at, www.uncg.edu/dcl.web/mals/default.asp

Daytona Beach Community College

Daytona Beach, FL, United States

A.S. , Legal Studies

Voted #1 Legal Student of the Year. Graduated with honors as Summa Cum Laude in the intensive two-year paralegal program.

UNC-Greensboro

Greensboro, NC, United States

B.S. , Clothing and Textiles

Graduated with four-year undergraduate degree in Clothing and Textiles.

Surry Community College

Dobson, NC, United States

A.A. , College Parallel

Honor roll student in college preparatory courses. Included in Who's Who in American Junior Colleges.

Skills

Published Writer(Advanced)

10+ Years Experience, (Last Used <1 year ago)

See above entries for more information about writing skills. Uses AP Style Guide.



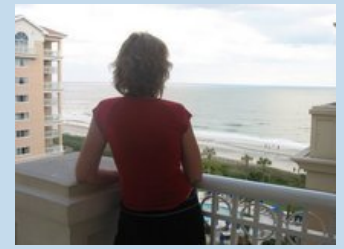
Microsoft(Advanced)

10+ Years Experience, (Last Used <1 year ago)

Thorough knowledge of Microsoft Office Suite products. Knowledge of Adobe Acrobat, Photo Shop and Corel.



It Costs Nothing to Dream



It costs nothing to dream and everything not to. For essays about life, simply felt and simply stated, go to www.janebydefault.blogspot.com.

Brandon Communications



Brandon Communications is the go-to freelance site for your communications needs. We are "On Time and On Target."

References

Dr. Nido Qubein

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Joseph Carroll

Publisher, Furniture/Today
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Jenny Stokes

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Mary Best

Former Editor
Our State Magazine
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Food for Thought

A woman must have money and a room of her own if she is to write fiction. - **Virginia Woolf**
