

# SHAY TRESSA DESIMONE

---

48 WALLER STREET, UNIT B • AUSTIN, TX 78702 • 813-205-2302 • shay@writewhenyouneedit.com

---

## SUMMARY

A creative communications professional with excellent writing and editing skills and expertise in marketing, advertising, public relations, corporate communications, and both traditional and Internet publishing

## PROFESSIONAL EXPERIENCE

### **WRITE WHEN YOU NEED IT** Riverview, FL and Austin, TX

*Professional writing, editing, and proofreading services*

#### **Freelance Writer, Editor, and Proofreader**

2010 – Present

- Edit marketing/web content and case studies for custom contact lens manufacturer SpecialEyes
- Write press releases for JoTo PR, SpecialEyes, Lazydays RV, and Werkz Publishing
- Provide writing and editing support for clients of design firms Swim Digital Group and Designer at Large
- Developed SEO-focused web copy for RV retailer Lazydays
- Edited articles for print and online editions of Lazydays' *betterRVing* magazine
- Wrote course summary copy (course intros and lecture summaries) for Bisk Education/University Alliance
- Edited SEO articles and press releases for Bisk Education and U.S. News University Directory

### **PR SYNDICATION** Tampa, FL

*A provider of press release distribution and writing/editing services for small to midsize businesses*

#### **Editor-in-Chief**

2011 – Present

- Write, edit, and proofread client press releases
- Provide guidance on press release positioning, messaging, and SEO

### **BISK EDUCATION** Tampa, FL

*A facilitator of online degree and certificate programs from the nation's leading universities*

#### **Copywriter**

2007 – 2010

- Developed copy for electronic and print communications, including websites, email campaigns, brochures, print ads, banner ads, and catalogs
- Wrote scripts and display text for multimedia learning modules
- Prepared press releases and advertorials on behalf of partner universities

### **HSN** St. Petersburg, FL

*A global multi-channel retailer with a diverse range of products offered via its television network and website*

#### **Product Information Writer, Jewelry**

2005 – 2007

- Crafted creative product descriptions for multiple jewelry categories and watches on HSN.com
- Developed feature and benefit talking points for hosts to reference during on-air presentations
- Worked with quality assurance, buyers/merchandisers, vendors, and legal to ensure detailed, accurate copy

### **DUNKIN' BRANDS (formerly ALLIED DOMEQ QUICK SERVICE RESTAURANTS)** Canton, MA

*The parent company of Dunkin' Donuts, Baskin-Robbins, and Togo's Eatery*

#### **Freelance Writer/Editor**

2003 – 2005

- Wrote and edited articles for the Baskin-Robbins and Dunkin' Donuts franchisee/employee newsletters
- Produced informational brochures for distribution to Baskin-Robbins and Dunkin' Donuts franchisees

### **ESCHER GROUP LIMITED** Cambridge, MA

*The leading provider of peer-to-peer messaging and data management solutions for the postal industry*

#### **Copywriter**

2002 – 2003

- Served as the primary writer, editor, and webmaster for Escher Group and provided trade show support
- Crafted all marketing and public relations materials, website copy, and product demo content
- Wrote and edited articles for the *Escher Insight* newsletter; proofread layouts and printer's proofs

**INTELLIGENCE DATA – a division of Thomson Financial** Boston, MA*A leading provider of in-depth research and expert analysis to the corporate market; acquired by Dialog in 2001***Senior Marketing Communications Specialist**

2000 – 2001

- Prepared marketing, public relations, trade show, and sales support materials
- Developed the concept and script for the company's first-ever e-commercial and electronic holiday cards
- Acted as corporate webmaster; developed and maintained website content on an ongoing basis

**ALLIED DOMEQ QUICK SERVICE RESTAURANTS** Randolph, MA*The parent company of Dunkin' Donuts, Baskin-Robbins, and Togo's Eatery***Associate Manager of Enterprise News**

1999 – 2000

- Assigned, wrote, and edited articles for the franchisee/employee magazine, *BrandNews*; managed all aspects of publication and coordinated the efforts of contributors, designer, printer, and mailing house
- Drafted, edited, and distributed internal communications on behalf of executive management
- Served as intranet webmaster; published a weekly news column and developed other site content

**HILLS STORES COMPANY** Canton, MA*The corporate headquarters for a regional discount department store chain; acquired by Ames in 1999***Advertising Copywriter**

1998 – 1999

- Wrote and edited copy for advertising circulars, catalogs, in-store signage, and product packaging
- Created scripts for radio advertisements and in-store announcements
- Developed creative concepts and copy for print ads, contests, and fliers

**COGNEX CORPORATION** Natick, MA*The world's leading supplier of machine vision solutions to original equipment manufacturers and end users***Senior Public Relations Specialist**

1995 – 1998

- Served as company spokesperson; responded to media inquiries and coordinated speaking engagements
- Wrote press releases, brochures, presentations, speeches, internal communications, and recruiting ads
- Produced three award-winning annual reports; authored president's letter and other content
- Acted as corporate webmaster; crafted website copy and maintained content and links

**ADDITIONAL EXPERIENCE**

<b>M. SILVER ASSOCIATES, INC.</b>	New York, NY	<b>Public Relations Intern</b>	1994
<b>ROUTLEDGE PUBLISHING</b>	London, England	<b>Editorial Assistant</b>	1992
<b>HALL HARRISON COWLEY PUBLIC RELATIONS</b>	Bristol, England	<b>Intern</b>	1991 – 1992

**EDUCATION**

<b>Master Certificate</b> , Internet Marketing	UNIVERSITY OF SAN FRANCISCO, San Francisco, CA	2009
<b>Master of Arts</b> , Advertising, <i>magna cum laude</i>	THE UNIVERSITY OF TEXAS, Austin, TX	1994
<b>Bachelor of Arts</b> , Journalism, <i>cum laude</i>	LOCK HAVEN UNIVERSITY, Lock Haven, PA	1991

**SKILLS**

- Proficient in Microsoft Office and Adobe Acrobat; experienced with InCopy and HTML
- Demonstrates thoroughness and meticulous attention to detail
- Consistently delivers superior-quality work with strict adherence to project deadlines