

JANET HEIMLICH

Copywriter. Editor. Journalist.

More than 20 years' experience creating content for corporations, nonprofit organizations, and news outlets. Skilled at writing B2B/B2C online articles and blog posts, as well as email and social media campaigns, curricula, video and audio scripts, white papers, and RFPs. Award-winning journalist who reported for National Public Radio and wrote articles for such publications as *Texas Monthly*, *The Texas Observer*, and *Texas Parks & Wildlife*.

SKILLS include a keen ability to:

- **Comprehend**—quickly understand new, complex, technical information.
- **Tell a story**—write compelling content that resonates with a target audience and meets project objectives.
- **Collaborate**—experienced working with team members and subject matter experts.
- **Stay consistent**—create content that adheres to editorial standards and reflects a client's voice.
- **Be reliable**—meet demanding deadlines and remain calm in high-stress situations.

Proficient in SEO best practices, Word, Excel, Powerpoint, Basecamp, Google Drive, Mailchimp, Survey Monkey, and social media platforms.

EMPLOYMENT EXPERIENCE:

Aug. 2016—Present: Copywriter, Word Almighty, Austin, TX

Consult with businesses and nonprofit organizations to write focused and effective website and marketing copy and social media and email campaigns using SEO best practices.

- Write B2C/B2B online articles and blog posts for Indeed and A Cloud Guru
- Write website landing pages, email blasts, blog posts, and RFPs for numerous industries
- Collaborate with marketing directors, website developers, and graphic designers

Sept. 2012—July 2016: Executive Director, the Child-Friendly Faith Project, Austin, TX

Founded and marketed national nonprofit organization that is the country's leading authority on the subject of religious child abuse and neglect.

- Brought new awareness to issue, developed an international following, and significantly expanded nonprofit's platform using digital marketing tools
- Wrote website content and digital marketing campaigns using SEO best practices
- Worked closely with subject matter experts and a designer to create self-guided curriculum for faith communities

Jan. 2013—Sept. 2014: Ghostwriter, Austin, TX, and Cincinnati, OH

Worked closely with renowned medical inventor Dr. Henry Heimlich to write his memoir *Heimlich's Maneuvers: My Seventy Years of Life-saving Innovation*.

- Book was described as an "uplifting memoir" by *Publishers Weekly*
- *Booklist* called book "a lively read for those beginning medical careers and for anyone interested in the life of a storied man of medicine"

Feb. 2008—Oct. 2012: Author and Speaker, Austin, TX

Wrote *Breaking Their Will: Shedding Light on Religious Child Maltreatment*, the first book to fully examine the issue of religious child maltreatment.

- Book was praised by experts and readers (described as “well researched and well written” by novelist Anne Rice)
- Won 2012 Ohiana Certificate of Recognition for Literary and Artistic Achievement
- Researched hundreds of studies and criminal cases; conducted dozens of interviews
- Created website to market the book and began survivors community that today has 1000s of members

1998—2008: Freelance Journalist/Radio Show Producer & Reporter, Texas State Networks, Austin, TX

- Reported news stories for National Public Radio’s “Morning Edition” and “All Things Considered”
- Won 9 journalism awards including regional Katie and the Texas Bar Association’s Gavel Award
- Wrote news and feature stories for *Texas Monthly*, the *Texas Observer*, and the *Austin American-Statesman*

1995–1998: Freelance Copywriter and Video Producer, Los Gatos, CA

- Wrote and produced marketing and training tech videos and produced live events at Comdex
- Winner of BYTE Magazine’s Best Products Award

1992—1995: Creative Director and Executive Director, Borland International (now Micro Focus), Scotts Valley, CA

Started and managed video department for one of the third largest software company.

- Developed for-sale video training product line and marketing video presentations
- Collaborated with CEO Philippe Kahn and product marketing managers
- Won 2 Joey Awards of Excellence and BYTE Magazine Best Product Award of Merit

1983—1992: Freelance Producer and Production Assistant, Palo Alto & San Francisco, CA

Produced TV commercials, corporate marketing and training videos, and live international teleconferences for production houses and Hewlett-Packard Television.

EDUCATION: Stanford University, B.A., Communications, Minor: English, 1984.

LinkedIn: <https://www.linkedin.com/in/janet-heimlich>

MORE ABOUT ME: I’m a longtime Austinite who has traveled throughout the US and internationally for work and pleasure. I serve on the boards of two nonprofit organizations and am a co-host of the video podcast, “Parenting Beyond Belief.” I speak a little French and stay in shape with swimming and yoga. Most importantly, I am the mother of a teenage daughter who is wise beyond her years.
