

Maria C. A. Fowler

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PUBLISHING EXPERIENCE

Freelance Marketing, Design, Editing • Penacook, NH

(2008-present)

- Edited & proofread short stories and novels for various self-publishing authors
- Re-designed and revised 100+ page booklet for use in workshop
- Designed, proofread, and scheduled monthly email campaigns
- Edited copy and designed marketing brochures for targeted clients

Houghton Mifflin Company, Great Source Education Group • Wilmington, MA

Web Master (2005-2007)

- Managed www.greatsource.com and all sub sites
- Designed and proofread e-mail marketing campaigns for various products
- Collaborated with outside design firms on site redesign projects

Advertising Designer (1997-2005)

- Designed product support print materials for sales force
- Created print advertising for industry publications
- Coordinated print production for 1-, 2-, and 4-color jobs

Customer Service Representative (1996-1997)

- Manned the phones fielding customer inquiries and orders

Waterstones Booksellers • Burlington, MA

Marketing Coordinator (1995-1996)

- Designed print marketing collateral for potential corporate accounts
- Managed book signing events

Sandra Goroff-Mailly & Associates • Boston, MA

Literary PR Agent (1995-1996)

- Wrote press releases
- Created press kits

EDUCATION

Master of Arts in Publishing and Writing

Emerson College (1994-1998)

Bachelor of Arts in English with Business Minor

The Pennsylvania State University (1989-1993)

OTHER EXPERIENCE

Bead It! • Concord, NH

Part-time Sales Clerk (2014-present)

- Helped customers envision and make their own jewelry
- Wrote instructions for and taught jewelry-making classes

Maria of All Trades • Penacook, NH

Jewelry Crafter (2013-present)

- Crafted and sold original and custom jewelry on Etsy as MariaOfAllTrades
- Wrote marketing copy for and photographed individual pieces of jewelry

Dogtopia Daycare (now Puptential) • Haverhill, MA

Coach/Admin support (2007-2008)

- Created forms to support business procedures
- Wrangled and trained dogs using positive reinforcement techniques during playgroups

RELEVANT SKILLS

- InDesign
- Copy Editing (CMS)
- Book Design and Layout
- Photoshop
- Proofreading
- Twitter/ Facebook/Tumblr/Instagram Marketing
- Illustrator
- Story Doctoring
- Wordpress