

Arlene Geller

www.ArleneGeller.com
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(215) 872-2702

Over thirty years of freelance writing and editing experience. Ten years in project management and public relations for the consumer sector, including profit and nonprofit, as well as four years in the medical communications industry working with pharmaceutical and healthcare clients.

Professional Experience

Consultant, Freelance Writing, Editing, and Public Relations Services | 2002-present

- Developing product information for companies
- Interviewing clients and writing advertorials
- Providing services as a wordcrafter to master candidates and doctoral students, reviewing and understanding diverse and often complex subject matter
- Assisting students with writing and editing college application essays
- Tutoring all ages in writing, English, grammar, SAT writing and reading comprehension, and ESL
- Writing and editing for the Web and print
- Publicizing a chamber music concert series

Clients have included:

- The GMR Group (a healthcare marketing company)
- scünci (a division of Conair Corporation)
- Asbury Park Press of NJ/Home News Tribune
- Leopold Mozart Academy and Franz Fassbind Foundation

Web Editor | Krames StayWell | Yardley, PA | 2011-present

- Consumer health care content updates
- Massage wording for clarity
- Correct style problems

Collegiate Learning Assessment Evaluator | Council for Aid to Education | New York, NY | 2006-2011

- Evaluating student writing, critical thinking, and analytical reasoning for collegiate learning assessments, and training scorers

Newton Interactive | Pennington, NJ | 1998-2002

A digital media company that specialized in Web-based technology for the pharmaceutical and healthcare industries. Multifunctional role at Newton included directing all aspects of internal, external and media communications to strengthen and support company's marketing and sales efforts, and acting as liaison between account managers and pharmaceutical companies.

Communications Director | Newton Interactive

- Created public relations function at Newton Interactive and developed and implemented public relations plans
- Contacted and established media relations, internal relations, and external relations
- Conducted ad campaigns and direct mail campaigns
- Created themes and slogans for promotional material
- Critiqued and edited proposals for business management team

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Content Department Head and Writer/Editor | Newton Interactive

- Wrote and edited Web pages, opinion polls, evaluation forms, brochures, flyers, newsletters, information packets, and other promotional materials
- Managed proofreading/quality assurance and clients' content needs
- Conducted interviews and wrote feature stories, press releases, and PSAs

Project Manager | Newton Interactive

- Worked closely with pharmaceutical clients to create websites for consumers and healthcare practitioners, including creating concepts and content, and editing existing content
- Managed consumer and internal company websites and coordinated with programming department
- Created a myriad of Web-based and print pieces by coordinating with graphics department

Related Professional Experience

- Produced numerous promotional materials including brochures for St. Francis Pain and Stress Center, Trenton, NJ; Couples Counseling Services, and an ophthalmology practice, Mercerville, NJ; and Reliable Education, Bensalem, PA: writing, editing and designing printed pieces from concepts to finished products
- Public Relations Coordinator, YWCA of Central Jersey, New Brunswick, NJ: responsible for nine departments' public relations:
 - Developed a public relations plan to coordinate and execute a planned public relations effort to establish excellent communications between the YWCA and its publics
 - Established positive relations with the mass media and community agencies and organizations
 - Conducted well-planned and well-placed coverage of YWCA activities through the media, and internal and community publications
 - Wrote, edited, designed, and disseminated promotional materials
 - Supervised publicist

Education

- M.A. in Communications/Public Relations, Rowan University, Glassboro, NJ
- B.A. in English, summa cum laude, St. Peter's College, Jersey City, NJ
- Web Design and Development, Effective Project Management, and Leadership and Management Skills for Women, National Seminars Group/Rockhurst University Continuing Education Center, Inc.
- Certificate in Teaching English as a Second Language (ESL)