

Cynthia Wolf

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Career Summary

I am a writer, editor and public relations professional who is highly skilled at providing on-point, engaging, relevant messaging. Top current engagements include gubernatorial communications and event promotions.

Recent Experience

Proprietor, Wolf Wordsmithing, Ingleside, IL

10/12-present

Making excellent use of extensive media background and regional editorial connections, maintain an enviable track record of successful media-pitch outcomes. Additionally:

- Provide public relations consulting services, manage clients' social media, proofread all content;
- Provide contractual writing, ghostwriting, Chicago Manual editing and AP Style editing coach services;
- Develop, execute promotional campaigns for charitable organization events;
- Write original web content, proofread existing content;
- Edit and proofread business and technical documents, book manuscripts;
- Negotiate ad contracts and produce, proofread marketing copy;
- Write feature, business articles for Shaw Media, Chicago Tribune Media Group and other publications.

Planning Editor, Northwest Herald, Crystal Lake, IL

11/07-03/12

Developed, planned and shepherded execution of daily page 1A centerpiece packages. Additionally:

- Advanced social media objectives, performed early morning website and social media updating;
- Wrote award-winning weekly column and two to three Op-eds weekly;
- Using InDesign, edited, laid out, proofread Opinion page;
- From 2007 to 2011, coached, supervised beat reporters;
- Managed freelancer budget.

Marketing Director, Volo Auto Museum, Volo, IL

09/06-11/07

Advanced awareness of and increased visitation to this entertainment venue via active and positive media relations, strategic ad buys, and attention-grabbing ad script writing. Additionally:

- Solicited, negotiated with sponsors and partners, enhancing employer's bottom line;
- Coordinated special events, press conferences, celebrity appearances and proofread all marketing materials;
- Appeared on TV, radio promoting the museum.

Bureau Editor, Northwest Herald, McHenry/Woodstock, IL

08/02-09/06

Supervised a team of reporters and clerk-typists, planned special tabs and projects, contracted with freelancers, and wrote and proofread copy for print and for web. Additionally:

- Advanced the Northwest Herald's mission via public appearances at business expos, chamber functions, etc.;
- Researched, wrote popular weekly column;
- From 2002 to 2003, used Quark, Photoshop to perform all editing, image processing and layout for Neighbors tab.

Education

Southern Illinois University-Carbondale

Bachelor of Science, journalism, with a minor in political science

Achievements and Affiliations

Researcher, compiler, author, nationally sold "Mentoring Answer Book"; Illinois AP- and NINA-honored columnist, writer; United Way allocations panelist; Kiwanian 2000-2011; past director, McHenry District 156 Foundation and Big Brothers Big Sisters boards; past vice president, McHenry County Convention and Visitors Bureau; past marketing committee member, Lake County Illinois CVB.