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## OVERVIEW

- **Award-winning writer and editor:** Experienced journalist and web editor with a storyteller's flair for crafting content that engages audiences and achieves results.
- **Editing:** Excel at editing for grammar, spelling, punctuation, conciseness, organization, and clarity for online content, print publications and marketing materials.
- **Communications strategist:** Skilled content manager and strategic communicator.
- **Online skills and experience:** Skilled at using content management systems and html to build out and update websites, social media accounts and email newsletters, and measure user metrics to hone messages and track success.

## RELEVANT EXPERIENCE

### *Corporate, Government Communications and Websites*

#### **Writer, digital media/website specialist**

University of Florida, College of Education, Gainesville, Florida

September 2015 to present

- Write and edit news releases, feature stories, and other content for the college's official website, annual report, e-newsletters, social media and other outlets.
- Coordinate with the director of News and Communications to assign, cover and manage content and media coverage, and work closely with photographer, videographer and graphic designer.
- Serve as content lead to create a series the stories of "EduGators Who Make an Impact" with website content with videos telling the stories of alumni, donors, faculty and students who make a difference in the world of education.
- Pitch stories to journalists on stories and monitor and report on news media coverage.
- Update website using WordPress content management system.

#### **Writer, information and content specialist**

Texas Department of Transportation, Austin, Texas

August 2013 to August 2015

- Wrote and edited content on one of Texas state government's largest websites.
- Consulted, advised and made recommendations on how best to tell the agency's story in a online and print, build awareness and engage the public.
- Wrote and edited all manner of communications materials, including reports on safety, messages, web and intranet content, online video scripts and communications plans.
- Collaborated with information architects, content specialists and customers on site organization, messaging, brand guidelines and measurements.

- Managed materials to ensure they are consistent with organization's style, voice and tone, and support its brand.

**Session editor**

House Research Organization, Austin, Texas  
January 2013 to July 2013

- Edited hundreds of documents on intense deadlines during the 83<sup>rd</sup> Legislative Session for the House Research Organization, an arm of the Texas House of Representatives.
- Thoroughly edited and fact-checked analyses of bills scheduled for floor debate and research reports on issues affecting state government.
- Gained deep understanding of state public policy issues, Texas government and the legislative process. Familiar with numerous state policy issues, such as water supply and quality, natural resources, environmental regulation, health care and state budget.
- Demonstrated strong work ethic and capacity to work long, late hours, and weekends while legislature was in session.

**Corporate Communications copywriter (web and social media)**

Dell Inc., Round Rock, Texas, April 2011 to March 2012 (project position)

- Wrote, edited, conducted interviews and researched content for all manner of online and print marketing materials.
- Helped launch and responsible for all content on subsidiary's new website.
- Wrote and edited scripts, ads, Twitter feeds, case studies and white papers.
- Designated "Certified Social Media Communications Specialist."

**Web editor and senior communications specialist**

Lower Colorado River Authority, Austin, Texas  
October 2001 to April 2008

- Wrote and edited Web pages, press releases, feature stories, speeches/talking points, and marketing materials.
- Created and helped implement strategic communications plans.
- Executed front-line communications during crises, such as floods.
- Served as the river authority's first content editor for its website and intranet.

Selected for a yearlong leadership training class in which the members participated in monthly working retreats to build leadership skills.

***Journalism***

**Copy editor (part-time)**

New York Times Editing Center, Gainesville, Fla.  
Nov. 15, 2015 to present

- Serve as an editor on the copy desk that handles hundreds of stories sent daily to New York Times Wire Service clients across the country and world.
- Skilled at writing and editing for style, including in accordance with the Associated Press style.
- Excel at working collaboratively with other journalism professionals under tight deadlines.

**Editor, reporter**

InFactDaily.com, Austin, Texas

May 2012 to January 2013 (independent contractor)

- Edited daily online news site that specializes in covering state/local government and politics for service owned by Cox Media.
- Wrote stories and news briefs covering Austin City Hall and local politics while on intense deadlines.
- Consulted with chief editor/founder daily on stories and assignments.

**Associate editor**

Texas Co-op Power magazine, Austin, Texas

February 2010 to November 2010

- Project manager for successful launch of the magazine's new website, which included overhauled design and navigation, searchable archives, reader interactivity, e-mail newsletter, videos, photo slideshows and social media links.
- Edited, wrote and assigned news and feature stories for statewide full-color monthly magazine for members of electric cooperatives. Continue to work as regular freelance writer.
- Produced, edited and appeared in videos for the magazine's website.

**Assistant managing editor, columnist**

LocalBusiness.com, Gainesville, Fla.

November 1999 to April 2001

- Wrote weekly column about entrepreneurs and start-up businesses. Column ranked as the website's second most-read feature (analysis of reader traffic in fall 2000).
- Managed small-business features section called Running Your Business.
- Recruited freelancers, assigned stories, edited copy, added features and coordinated coverage.

**Business editor**

The Gainesville Sun, Gainesville, Fla.

June 1998 to October 1999

- Managed news coverage for daily and Sunday business sections, plus weekly personal-finance tabloid, at New York Times Co.-owned newspaper.
- Assigned and wrote stories, edited copy and supervised layout and design.
- Wrote a column on running for sports section.

## **Business reporter**

The Houston Chronicle, Houston, Texas

November 1989 to June 1998

- Wrote more than 1,000 stories for Texas' largest daily newspaper.
- Regularly broke stories on a variety of business topics. Beats covered included: technology, airlines, transportation and small business.
- Specialized in writing business features on entrepreneurs, corporate strategies and business trends.

## **EDUCATION**

- **Master of Fine Arts**, creative writing, nonfiction, July 2009  
Pine Manor College, Chestnut Hill, Mass.
- **Bachelor of Journalism**, December 1985  
University of Texas at Austin, Austin, Texas  
Reporter and copy editor on The Daily Texan, the school newspaper.

## **EDITING AND COMPUTER SKILLS**

- Photoshop, HTML, HTML-editing software such as Dreamweaver, cascading style sheets (CSS), JavaScript, Adobe Acrobat, Microsoft Office (Word, Excel, and PowerPoint), content management systems, Facebook and email newsletter tools.
- Create, write and edit blogs, including content on my own website and blog ([charlesboisseau.com](http://charlesboisseau.com)).
- Created and wrote social media accounts, including Facebook, Twitter, Instagram and LinkedIn.
- Familiar with Flash, iMovie, Adobe InDesign and other design and editing programs.
- Knowledge of online design and development best practices.
- Experienced with search engine optimization (SEO) techniques, meta tags and Google Analytics to examine
- Skilled at writing and editing following the Associated Press style guide. Also, have written and edited to other publishing style guides and standards, such as the Chicago Manual of Style and Modern Language Association (MLA).