

**Seasoned journalist, author, and editor with 18 years of experience in the publishing industry. Articles published in *Cooking Light*, *Fitness*, *San Jose Mercury News*, and other publications. Coauthor of the *New York Times* bestseller *Dr. Gott's No Flour, No Sugar Diet* and author of *Campfire Cuisine*.**

**Skilled at writing feature articles and reviews, research and reporting, and project management.**

## EXPERIENCE

- Freelance Writer** 2000–Present
- Coauthored the *New York Times* bestseller *Dr. Gott's No Flour, No Sugar Diet* (Quill Driver Books 2006, Warner Wellness 2007).
  - Authored *Campfire Cuisine: Gourmet Recipes for the Great Outdoors* (Quirk Books, May 2006).
  - Write feature articles on food, cooking, restaurants, travel, nutrition, health & fitness, home improvement, business, and other topics for popular publications including *Cooking Light*, *Fitness*, *San Jose Mercury News*, *Seattle Post-Intelligencer*, *Delectable*, *Las Vegas Sun*, *Vine*, *San Francisco Chronicle's SFGate.com*, *Today's Home*, and many others.
  - Write restaurant and cookbook reviews for popular publications and websites including *Delectable*, *Vine*, [www.Sallys-Place.com](http://www.Sallys-Place.com), [www.amazon.com](http://www.amazon.com), [www.education.com](http://www.education.com), and others.
  - Research and report on culinary industry trends, travel and lifestyle topics, and current events.
  - Develop and maintain industry contacts, interview experts, and conduct research and fact-checking.
  - Write marketing copy for product packaging, press releases, catalogs, brochures, websites, and other collateral to support marketing campaigns for a wide range of lifestyle and food products.
- Sr. Online Marketing Manager**: Berrett-Koehler Publishers, San Francisco, CA 1999–2007
- Write and edit compelling content for web sites, book jackets, catalogs, print and web advertisements, brochures, fliers, press releases, and other promotional materials.
  - Manage web site content, design, and programming teams.
  - Manage projects and set up start-to-finish systems for on-time task completion.
  - Plan and execute Internet marketing campaigns, including Web promotion, blog ads, and PPC advertising.
  - Hire, train, and manage a stable of freelance writers.
- Promotion Manager**: Berrett-Koehler Publishers, San Francisco, CA 1994–1999
- Oversaw design and production of catalogs, book jackets, brochures, fliers, and print advertisements.
  - Wrote marketing copy for book jackets, catalogs, advertisements, brochures, fliers, and press releases.
  - Developed and implemented successful marketing and advertising plans for line of non-fiction books.
- Publicity Manager**: Hunter House Publishers, Alameda, CA 1992–1994
- Planned and implemented successful print and broadcast media campaigns for line of non-fiction books.
  - Secured reviews and feature articles on books and authors in national magazines and newspapers.
  - Booked authors for radio and television interviews.
- Publicist**: China Books & Periodicals, San Francisco, CA 1991–1992
- Reporter/Editorial Assistant**: *Southern Exposure Magazine*, Durham, NC 1990–1991
- Publicity Assistant**: Butterfield Associates, Emeryville, CA 1988–1990

## EDUCATION & SKILLS

- University of California, Santa Cruz**: BA Psychology with honors, Phi Beta Kappa. 1988
- UC Berkeley Extension**: Courses in food writing, copyediting, book design, and promotional copywriting.
- SFSU Multimedia Studies Program**: Courses in HTML, web design, and search engine optimization.
- Technical skills**: Microsoft Office, HTML, Dreamweaver, Moveable Type, Wordpress, Acrobat Pro, Photoshop.