

HONEY JUDITH RUBIN

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MY WORDS MOVE PEOPLE! I am experienced in writing materials for such areas as inspiration, training, motivation, recognition, and education. In addition, I have excellent skills in content management as well as in proofreading and copyediting for print and on the web.

Among the specific skills I bring to the table are:

Ability to laser focus on the words and phrases that are deftly eloquent and powerfully inspiring whether for print or for important talks.

Strong skills in taking existing material from a wide range of sources and using it powerfully for new purposes or in new positions.

Special knack for quickly grasping clients' goals and generating dynamic ideas.

Extensive skill in creating custom-tailored learning experiences.

Superlative skills at interviewing and discovering the ideas that make a difference.

Great versatility as a team player and co-writer:

- Used an 18-page brain dump from an insurance executive to create an 1800 word article with his byline for a national publication (accepted without further editing)
- Crafted the thoughts and ideas of a sales and marketing VP into a compelling keynote speech that set the tone for a national convention

MY SENSE OF TEAM MOTIVATES PEOPLE! I handled all aspects regarding the creation of a newsletter that served 10,000 GAMBRO HEALTHCARE employees during a hard merger transaction. Among my many significant accomplishments during this time are:

Building an excellent news gathering network from the ground up.

Using interviews and multiple pages of raw material to craft inspiring articles that honored the space considerations while helping each author retain a sense of ownership and voice.

Successfully fostering a sense of team spirit and ownership of the newsletter, which in turn eased the integration of divergent cultures.

Consistently providing inspirational, informative, uplifting, and amusing material that unflinchingly passed muster through a rigorous legal compliance process.

MY COMMITMENT TO EXCELLENCE INSPIRES PEOPLE! Most teams find that my excellent attitude, ability to learn rapidly, and the foundation provided by my wide variety of skills, interests and talent, allow me to offer a richness of resources that more than balance any learning curve. I have been accountable for proofreading and editing extensive hard copy, e-catalog, web site, and statistical material for Kimberly-Clark Corporation. I completed these exacting assignments well within their time frames with great zeal, accuracy, and attention to detail. I have proofread promotional and packaging material for every Kimberly-Clark product line from surgical and operating room supplies to the entire automotive, industrial, and do-it-yourself lines, delighting the entire staff with my eagle eye. I have conducted a usability test on a 200-page web site.

At Crawford & Company, my assignment was to improve, update, and create proposal documents and sales materials. I constructed text documents that clearly stated their products and services, and organized workflow and organizational charts for use with current and prospective clients.

I appreciate your exploring whether I am a good match to any of your current needs and for reviewing this material relative to other potential endeavors.