

DAVID HOLZEL
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Creative writer and editor with a flair for language and an eye for details and deadlines. Enjoys and excels at both writing and editing, and increasing a publication's level of professionalism. A generalist equally comfortable writing for business or consumer audiences.

PROFESSIONAL SKILLS, KNOWLEDGE, ABILITIES

Writing and Interviewing
Editing
Multiple task management
Publication expertise
Fact checking
Computer skills
Website development

PROFESSIONAL QUALIFICATIONS

Writing and Interviewing: Experienced in producing clear and concise copy tailored to the intended reader. Has broad knowledge of English language, syntax and semantics. Pays close attention to detail and deadlines. Conducted interviews to write 3-5 articles a week while on staff of a community newspaper. Trade association hired me as a regular contributor to its two glossy publications. Leading non-profit publication hires me as regular writer for fund-raising letters and other member communications.

Editing: Edits for style, clarity, syntax and semantics for intended audience. Possesses good communications skills necessary for working with writers on their copy. Edits both with the entire document and the individual line in mind.. Stylebook: AP. Edited all stories for 100-page bimonthly 4-color national magazine, and for an 80-page weekly community newspaper.

Multiple task management: Able to perform several tasks at once, keeping in mind multiple deadlines, while remaining aware of new projects coming over the horizon. Managed editorial production for a weekly newspaper and a bimonthly magazine. Developed new editorial features throughout the newspaper. Managed initial planning of magazine website.

Publication expertise: Experienced with a variety of periodicals (e.g. weekly, bimonthly). Worked with production/art department and, at not-for-profit publication, with marketing department to assure timely publication. Worked with consumer, B2B, university, trade association, and online publications.

Fact checking: Possesses the ability to conduct quick and accurate research to verify the correctness of copy. Has the interpersonal skills necessary to work with writers and other staff on weaknesses and possible problems in the copy. Worked with staff and freelance writers to verify soundness of their articles.

Computer skills: Experienced with a PC and with Microsoft programs, such as Word, Excel, FrontPage and PowerPoint. Fluent with internet research and social media. Has accounts with LinkedIn and Facebook; blogs on MySpace and WordPress. Experience with image editing.

Website development: Designed and provided content for two websites. Writes copy for an increasing number of websites. Experienced with Microsoft FrontPage. Knowledgeable in HTML. Blogs on MySpace and WordPress. Complete "Web Design Principles" certificate, Montgomery College.

PROFESSIONAL EXPERIENCE

Holzel & Associates, Washington, DC, 1997-current

Services include marketing materials, brochures, direct mailers, newsletters, reports, posters, fund-raising letters, and advertisements; and articles for consumer, B2B, trade association, and university print publications and websites. Interviewed subjects for articles and clients for marketing materials.

Clients include: Keppler Associates speakers bureau, Volunteers of America, The Irrigation Association, National Concrete Masonry Association, Builder magazine, Big Builder magazine, Boss magazine, CNN.com, Northern Virginia magazine, Maryland Life, University of Michigan

Managing Editor

Moment Magazine, Washington, DC 1998-1999

Edited all stories for 100-page bimonthly 4-color national magazine.

Managed editorial staff of three to assure smooth workflow.

Editor and lead writer for front of the book departments.

Worked with freelance writers to develop stories.

Edited all stories for clarity, syntax, semantics and conformity with approved style.

Editor and lead writer for front of the book departments.

Coordinated design and layout with art director and production manager.

Managed initial planning of momentmag.com website.

Managing Editor

Atlanta Jewish Times 1996 - 1997

Supervised editorial staff of five in conceiving, reporting and writing stories for 80-page community weekly.

Edited stories for clarity, syntax, semantics and adherence to house style.

Coordinated design and layout with art director and production manager.

Developed new editorial features throughout the newspaper.
 Assigned stories to local freelance writers and edited their work.
 Wrote one editorial per week.
 Oversaw development of art and culture section, "The Dill."
 Edited company stylebook.

Assistant Editor

Atlanta Jewish Times 1993 - 1996

Assisted managing editor with production of weekly newspaper.
 Supervised editorial staff of four in conceiving, reporting, and writing stories.
 Edited stories for clarity, syntax, semantics and adherence to house style.

PROFESSIONAL PUBLICATIONS

Article, "How Florida Homes Handled the Stress of a Tornado," Concrete Masonry Designs, 2007
 Article, "How Do Miners Get to the Coal?" Boss magazine, 2006
 Article, "How Does Milk Get from the Cow to the Store?" Boss magazine 2005
 Article, "A floating precast concrete dock system shows its strength in the rough waters of San Diego Bay," Precast Solutions magazine, 2003
 Marketing plan, United Jewish Endowment Fund, 2002
 Annual report, United Jewish Endowment Fund, 2002
 Handbook, "Drought," The Irrigation Association, 2001
 In-house stylebook, Atlanta Jewish Times, 1996

PROFESSIONAL EDUCATION AND CREDENTIALS

University of Michigan
 Bachelor of Arts / Radio, TV and Film
 Graduated with Distinction (3.6 grade point), 1980
 "Web Design Principles," Montgomery College, certificate
 "The Creative Writing Process," Washington Writer's Center
 Dale Carnegie Leadership Course
 WUJS Hebrew Language Course, Arad, Israel
 FCC 3rd-Class Broadcast License

PROFESSIONAL AWARDS

AJPA Rockower Award, First Place, Personality Profile, "Present Perfect," 1996
 AJPA Rockower Award, Second Place, Excellence in Arts and Criticism, "My Son The..."
 1991
 AJPA Rockower Award, honorable mention for feature writing, 1989
 AJPA Rockower Award, honorable mention for news reporting, 1988
 CJF Smolar Award, public affairs, 1988