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San Carlos, CA 

Laura Deck

FREELANCE
WRITER/EDITOR

SKILLS

WordPress

Chicago Manual of Style

AP Style

Wix.com web designer

Canva

Drupal CMS

Constant Contact

MailChimp

Hootsuite

MS Office

Facebook

Twitter

LinkedIn

Native English speaker

Personal blog



EDUCATION

Specialized Program in Professional Writing/Editing (Certificate 2020)

University of California, Berkeley
Extension

BA, Social Sciences

University of California, Berkeley

MS, Special Education

California State University,
East Bay

Multiple Subject Teaching Credential

State of California

PROFESSIONAL SUMMARY

Versatile and precise writer, copy editor, and proofreader with over 25 years of experience in business communications, content development, digital marketing, and blogging for nonprofit and for-profit companies. Extremely skilled at adapting writing style to a wide variety of audiences and combining creativity with business discipline to produce and edit content that informs and persuades. Specialize in high tech, environmental science, literacy, and professional development industries. Exceptionally strong in maintaining editorial standards for style, grammar, mechanics, and usage.

PROFESSIONAL EXPERIENCE

Rausser College of Natural Resources, University of California, Berkeley

Copy Editor (freelance)

2021 - present

Provide copyediting services for the fall and spring issues of Breakthroughs magazine, a highly respected academic journal for the Rausser College of Natural Resources. Perform copy editing, fact-checking, and layout proofreading to ensure all articles meet professional journalism standards are error-free and adhere to Chicago and Rausser style guides.

Beneficent Technology, Inc.

Sr. Marketing Communications Writer/Editor

2015 - 2022

Copy Editor (freelance)

2022 - 2023

Wrote and edited content for digital marketing campaigns for Benetech's global literacy and inclusive education initiatives including 200 articles for the Bookshare Blog and 50 articles for the Benetech Blog. Maintained editorial calendar, conducted interviews, ensured adherence to Chicago and house style, tracked usage metrics, and increased Bookshare blog engagement and subscriptions by 37%. Demonstrated ability to leverage K-12 teaching experience and knowledge of special education sector to develop and edit authoritative articles on accessible ebooks, edtech, dyslexia, and disability rights. Supported Benetech's corporate communications goals by developing and editing press releases, partner announcements, and executive and board member profiles. Provided freelance line and copyediting services to the Business Operations team.

View my articles on:

[Bookshare Blog](#)

[Benetech Blog](#)

AFFILIATIONS

Editorial Freelancers Association
Bay Area Editors Forum
California Writer's Club
Midpeninsula Open Space
Preserve volunteer
4-H project leader
African Library Project volunteer
Sierra Club
California Alumni Association

PERSONAL

Mother of twins
Avid trail runner and backpacker
San Carlos Parks & Recreation
coed softball player
Former teacher in Finland

Your Working Life

Director of Publicity and Communications (freelance) 2015 - present

Research and manage speakers for leadership interviews on the “Your Working Life” podcast hosted by career expert Caroline Dowd-Higgins. Create show notes and branded graphics for each guest. Promote episodes on social media to increase followers. Develop press kits and newsletters to attract new guests. Coordinate with publicists at Harvard Business Review Press, Simon & Schuster, Penguin Random House, Hachette, and independent PR firms.

Englanniksi.fi

Jan 2023 - present

Copy Editor (freelance)

Provide high-quality, native English language localization and editing services for highly technical scientific and medical articles, masters theses, and dissertations by Finnish scholars. Perform light fact checking and create style guides. Adhere to American and British English standards in addition to academic journal style guides.

Accenture LLP

1990 - 2002

Senior Manager, Change Management Practice, Northern California

Provided change management consulting services to leading San Francisco Bay Area clients including Pacific Bell, PG&E, Safeway Stores, and Sun Microsystems. Developed organizational communications, end-user training, procedure manuals, and new business processes to increase employee productivity and help clients accommodate the changes brought on by large-scale technology implementations.

Invent Your Future Enterprises Senior Program Manager

2003 - 2014

Designed and produced 25 conferences and virtual events for businesswomen totaling 900 speakers, 350 seminars, 400 sponsors, and 70,000 attendees. Keynote speakers included former Secretary of State Madeleine Albright, Arianna Huffington, Maria Shriver, and Rachel Maddow. Developed and maintained web content and produced marketing collateral and printed programs that increased attendance, engagement, and participant satisfaction.