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Top Skills

Technical Writing
Corporate Blogging
Blogging

Languages

Spanish

Publications

Encyclopedia of the South
Encyclopedia of American
Counterculture
The Fear of Success: How We Stop
Ourselves From Doing What We
Want
Starting Your Creative Career: How
to Survive the Transition
The Entrepreneur's Journey:
Creating the Epic Story of Your
Creative Business

Laura Finger

Communication Professional with a solid background in Marketing and Information Management
Houston, Texas

Summary

My background is in communication and Records Management. I specialize in creating content that showcases my client's personality and keeps them from boring their clients or employees.

My clients come from a various industries, including law, energy, non-profit organizations, and government agencies.

As a writer and communications professional based in the greater Houston area, I value building a network with talented individuals who are passionate about creating educational and training programs,

If you value these same things, send me an Invitation to Connect.

Experience

Self-Employed

Freelance Marketing Consultant
June 2013 - Present
Jackson, Mississippi Area

Composed non-fiction and fiction e-books for sale on Amazon and other major retailers.

Managed the marketing and promotions of each publication, including SEO, Google AdWords campaigns, Facebook, Amazon and BookBub ads. Managed company e-mail newsletter, responded to customer issues and inquiries via e-mail.

Conducted extensive online and on-site research of sources related to 16th Century French records. Able to read and write in modern French.

Lifhack.org
Contributor

March 2012 - Present

Wrote regular blog posts directed to entrepreneurs and small businesses on topics including: Communication, Lifestyle, Self Improvement.

Laura Finger

Freelance Writer

January 2010 - Present

* Online content including blog creation and management, e-Book creation, and web site management.

* Promotional copy including newsletters and marketing brochures.

* Business writing including grant proposals, white papers, case studies, and policy and procedure manuals

Zilbert Homes

Website Content Writer

May 2014 - July 2017 (3 years 3 months)

Miami, FL

Composed copy for company website, created marketing copy for company e-mail list.

Yodel

Product and Marketing Writer

September 2013 - February 2014 (6 months)

I write marketing copy for local businesses located in the Greater Houston, Texas area.

Confidential

Curriculum Writer

October 2013 - November 2013 (2 months)

I created biographies for Middle and High school lesson plans in History and Social Studies. The content, which I created in both English and Spanish, profiled the top Hispanic historical figures in the United States.

EBSCO Publishing

Freelance Summary Writer

March 2013 - November 2013 (9 months)

Ipswich, MA

I compose summaries for EBESCO's Business Book Summaries Division. The summaries are "Cliff Notes" versions of leading business books. The

summaries give business clients a way to digest leading business publications in a way that is condensed and approachable.

Super Lawyers, a Thomson Reuters Service

Content Writer

April 2013 - August 2013 (5 months)

Composed profiles for attorneys listed on website.

Lorman Education Services

White Paper Writer

April 2013 - June 2013 (3 months)

Created white papers for continuing education company. Topics included IT, banking and financial services, real estate and law enforcement.

Ahmad, Zavitsanos, Anaipakos, Alavi & Mensing P.C.

Website content writer

April 2013 - June 2013 (3 months)

Updated content for firm's website

Mississippi Injury Attorney Group

Website content writer

March 2013 - June 2013 (4 months)

Jackson, MS

Composed static website content and blog posts for De Puy lawsuit settlement issues.

Sabree Media

White Paper Writer

April 2013 - May 2013 (2 months)

Composed white papers for real estate agents. Topics include pricing strategies, open houses, expired listings, and working with first time home buyers.

FieldID

Contributing Blogger

May 2012 - February 2013 (10 months)

Created blog posts for company specializing in automated Inspection and Safety Compliance Management (ISCM).

Proscio Chemical Innovations

Freelance Copy Writer
October 2012 - January 2013 (4 months)
Composed articles for company website.

Yoga Teacher Training
Blogger
2012 - January 2013 (1 year 1 month)
Composed blog post on topics related to the practice of Yoga for website dedicated to teacher training.

Espanol Seguros
Web Content and Press Release Writer
September 2012 - December 2012 (4 months)
Created press releases and blog posts for website dedicated to providing insurance options for Hispanic clientele.

A. & L, Licker Law Firm, LLC
Blogger
April 2012 - November 2012 (8 months)
St. Charles, MO
Composed weekly blog posts concerning federal and state bankruptcy laws.

Dreamfill
Press Release Writer
September 2012 - October 2012 (2 months)
Tacoma, Washington
Composed press releases for new product lines for medical supply company located in the Pacific Northwest.

Clever Local
Press Release Writer
September 2012 - September 2012 (1 month)
Created press releases for SEO, Web design and Search Engine Marketing firm based in Sydney, Australia.

J. W. Roberts, Company
Copy Writer
May 2012 - September 2012 (5 months)
Provided content for client's web catalog concerning the types of industrial hoses sold by the client.

Since the client is located in Houston, TX, the project focused on offshore, dock handling and petroleum hoses.

The Computer Shoppe

Press Release Writer

June 2012 - June 2012 (1 month)

Beverly Hills, California

Created press releases for computer retail company during expansion to Beverly Hills storefront locations.

Fine Retirement

Contributor

March 2012 - June 2012 (4 months)

Wrote articles on legal and financial aspects of retirement for website.

Green Kleen

Web Content and Press Release Writer

May 2012 - May 2012 (1 month)

Composed press releases and web content for cleaning and maintenance services company.

Kraus Back and Neck Institute

Press Release Writer

May 2012 - May 2012 (1 month)

Wrote press releases for Chiropractic medical practice located in greater Houston, TX area.

David Bolger, Attorney at Law

Web content Writer

April 2012 - April 2012 (1 month)

Wrote professional profiles for staff members at Bankruptcy firm based in North Carolina.

Page Views

Press Release Writer

April 2012 - April 2012 (1 month)

Scottsdale, AZ

Created press releases aimed at improving Internet Marketing/ Cloud Marketing for customers.

Derry Roofers

Freelance Copy Writer

April 2012 - April 2012 (1 month)

Derry, New Hampshire

Created web copy and descriptions of services and products provided by roofing company.

Halfmarathons.net

Blogger

March 2012 - April 2012 (2 months)

Reviewed iPhone and Droid apps, profiled half marathons across the US, wrote how-to articles for runners training for half marathons.

Buchanan Films

Manager of Creative Services

October 2006 - April 2010 (3 years 7 months)

- * Managed development of short films and documentaries for production company.
- * Submitted grant proposals to foundation and government funding sources.
- * Provided marketing and promotional copy for fund raising projects.

Texas Water Development Board

Records Manager

October 2008 - February 2010 (1 year 5 months)

Austin, TX

- Managed operations of agency file room, supervising full time staff of three. Answered and fulfilled internal agency requests for files via phone and email.
- Audited and updated active files for transport to long term storage. Ensured agency complied with state regulations for disposal or archival preservation of all agency files.
- Created and presented agency wide training including Powerpoint presentations on fulfilling state and federal requirements for records management.
- Created plans for receipt, routing and file storage of Federal Stimulus Funds from the Environmental Protection Agency.

State of Texas

Communications Specialist

December 2008 - January 2010 (1 year 2 months)

Austin, TX

Edited all print and web copy for Communications division, created and edited agency policy and procedure documents, RFPs, submitted grant applications and periodic reports to comply with grant requirements, created and edited agency policy documents. Created online training programs.

State of Texas

Trainer

October 2006 - January 2010 (3 years 4 months)

I conducted training sessions throughout the state of Texas to state agency and local government employees on records and information management.

Texas State Library and Archives Commission

Conference Speaker

December 2006 - December 2008 (2 years 1 month)

I presented breakout seminars to professional groups, including County Clerks, County Commissioners, and members of the Judicial system.

State of Texas

Communications Specialist

October 2006 - October 2008 (2 years 1 month)

* Managed the design and implementation of policy and procedure manuals for records keeping for over 1000 state agencies and local governments throughout Texas. Created and assembled training materials for conference breakout sessions, training classes, including web content and printed materials. Managed program reviews for over 1000 state agencies and local governments, consulted with clients for follow up for improving processes.

Texas State Library and Archives Commission

Records Management Specialist

October 2006 - October 2008 (2 years 1 month)

Austin, Texas Area

- Provided leadership and management to Records Management Officers (RMOs), archivists, elected officials and senior level staff for over eighty state agencies and over 1600 local governments.
- Supervised the submission and approval for records retention schedules. Guided, advised and supervised RMOs during initial certification, recertification, and amendment processes. Ensured that submissions from agencies and local governments were submitted according to state and federally mandated policies and procedures, updated records management procedure manuals for RMOs.

- Monitored technical and professional advancements on the field of records and archival management and consulted with RMOs and senior level staff in creating policies and procedures for implementing new standards. Aided RMOs in conducting program reviews regarding.
- Authorized storage requests from state agencies for storage at the State Records Center (SRC), reconciled proposed retention and storage with approved retention schedules, managed physical and intellectual control over records in storage, facilitated submission of requests and all activities regarding storage.
- Taught thirteen standard required records management training classes to state and local government clients, created specialized ad hoc training for agency RMOs, liaisons and elected officials in evaluating and conducting program reviews for their records management programs.
- Provided phone, e-mail and in person consultation to agency and local records management staff on individual basis, served as information clearing house on current trends and regulations regarding records. Worked closely with agency Public Information Officers and legal staff in to implement records management programs during Open Records requests and litigation.

Rosenberg Library Association

Archivist

October 2004 - September 2006 (2 years)

Galveston, TX

Represented the library at community meetings and luncheons, presented multimedia programs. Served on city wide committees, cultivated relationships with cultural and tourism based organizations. Served as webmaster for library website, created web content and exhibit text and scripts for museum exhibits. Composed and edited print materials, including press releases, newsletter articles, and policy and procedure manuals.

ROSENBERG LIBRARY ASSOCIATION

Records Manager

June 2004 - September 2006 (2 years 4 months)

Galveston, TX

- Served as institutional records manager. Evaluated existing records management programs, met with department liaisons to determine training and program needs, created policies and procedures for records management programs and training. Conducted training for all staff, including new hires and departing staff in managing electronic and analog records.

- Responsible for creating automation and digitization of existing records, management program for retention of electronic records. Managed all vault storage operations for active and archival records, performed ongoing physical stabilization and repair of damaged items, supervised the intellectual and physical control over records, provided public access to records and manuscript collections held by the institution. Directed all daily activity of archival and records divisions. Supervised staff of three employees and interns in providing access to records and collections, responsible for ensuring reading and research areas were staffed, oversaw security of records.
- Created department budget, including monitoring of grant awards given to the institution. Submitted grant reports to granting institutions, submitted annual and special project budgets, managed contract negotiations, met with vendors, secured quotes, signed off on departmental purchases.

City of Houston

Archivist

August 2003 - September 2004 (1 year 2 months)

Responsible for building and maintaining community relations during Capital Campaign functions. Presented speeches and workshops to the public. Developed grant funded programs, created press releases for special events, submitted grant applications, created and edited XML based finding aids for archival collections.

City of Houston

Archivist

August 2003 - August 2004 (1 year 1 month)

Archivist, Houston Public Library, Houston, TX, 2003-4.

- Served as departmental Records Manager. Responsible for conducting records survey of library facilities, including approximately thirty buildings located across Houston. Facilitated the movement of records from the active records storage site to the archival holdings facility located within the library.
- Managed disposition requests, consulted with records manager to ensure all disposition and preservation methods were in accordance with state library requirements. Supervised daily activity of records and archival areas.
- Supervised full time staff of two, interns and volunteers in ensuring that city records and archival/ manuscript collections were available to the public. Conducted quality control over duplication of records, including oral history tapes, fulfilled public requests to view and duplicate records, created strategic planning and implementation of digitization of records.

- Designed departmental marketing campaigns, identified target audience, set long term goals, and managed evaluation of effectiveness of programs. Created electronic records/ e-mail policy and procedures. Acted as city archivist, worked directly with records manager in appraising active records and determining records suitable for archival preservation.

State of Tennessee

Assistant Conservator- Archives and Library

February 2002 - August 2003 (1 year 7 months)

*Provided conservation and restoration services for archival and library collections housed in TN State Library and Archives.

*Supervised volunteers and interns.

Education

Middle Tennessee State University

MA, History · (1999 - 2003)

University of Mississippi

BA, English · (1993 - 1997)