



ALICIA HALL

* SUMMARY OF QUALIFICATIONS

Copywriter, copy editor, and proofreader.

Agency, web, and marketing experience, including site copy, high-level copy, and catalog work.

Three years of business / legal writing and editing experience.

A thorough understanding of branding.

A knack for organizing content succinctly and appropriately across all marketing material including online, print, and broadcast.

A solid sense of information architecture.

* RECENT WORK

Kohler Co.

Copywriter & editor

As part of a website redesign, wrote more than 2,000 product descriptions and edited about 2,500 more. Developed a style sheet and helped shape the direction of the descriptions with close attention to their purpose and audience.

Roberts & Ryan

Copywriter

Restructured and rewrote website content to reflect the firm's new brand.

McDaniel College

Copy editor

Proofread, checked facts, and tightened the content for website redesign.

Barnow & Associates, P.C.

Legal assistant & editor

Contributed writing and editing skills to the many briefs, pleadings, and other documents produced by the firm.

* WORK EXPERIENCE

Legal Assistant & Editor, January 2004 - June 2005.

Barnow & Associates; Chicago, IL

Research Assistant, September-December 2003.

Ravenel & Associates; Chicago, IL

Legal Assistant, May-July 2003.

Keith L. Davidson & Associates; Chicago, IL

* EDUCATION

B.A., Ancient Languages, Wheaton College, Illinois (2001)

* INTERNSHIPS

Summer Institute of Linguistics (SIL), Guatemala 1995, 1996.
Studied Spanish and Central Mam (Mayan language), biculturalism, and cross-cultural learning.

Honey Rock Camp, Wisconsin, 2000.

Learned leadership, teaching, and wilderness skills. Lead two wilderness trips based on the Outward Bound model.

* AWARDS

Wheaton College Dean's List. *Spring & Fall 1998, Spring 2000.*

Anonymous academic scholarship. *Spring 2000.*

* OTHER SKILLS

Proficient in Word and Excel.

Familiar with HTML, FTP, QuarkXPress, InDesign, BBEdit, OmniGraffle, Access, Powerpoint.

Mac and PC proficient.

Public speaking in Spanish in Guatemala.

Read and write classical Greek and Latin.