

The logo for Joe Gold, featuring the name "JOE GOLD" in a stylized, golden, serif font with a slight shadow effect.

**Senior public relations writer**

a résumé in depth

San Francisco, CA 94112

415.585.5092

650.867.3657

[goldscribe@sbcglobal.net](mailto:goldscribe@sbcglobal.net)

portfolio: [www.goldscribe.com](http://www.goldscribe.com)

**ace wordsmith, idea guy**

Writer, editor and strategist, crystallizes ideas, writes headlines that grab readers by the hearts, minds, and ticklish places. A wordsmith who extracts the essence of the message and makes complex technology clear.

Broad 20-year experience as an award-winning copywriter and journalist, ad agency president and creative director, technical writer, software marketing director, radio/TV and Web producer. Directs staff and freelance talent, online content, print copy; direct marketing, broadcast and Web producer. As at home on the PC as in a post-production studio or creative department.

**critical skills**

- Writing crisp, compelling copy focusing strategic message on product's essence and distinguishing features for professional and consumer audiences
- Creating marketing strategy, editorial content, newsletters, news releases, Web sites
- Managing vision integrating concept, copy, art and production into a compelling message.
- Editing to say more with less; applying precise professional style, grammar
- Compulsive application and extensive knowledge of AP and Chicago styles
- Translating awkward, jargon-laden techspeak to actually readable English
- Computing online, in Word/Office, Outlook, Dreamweaver, Netscape, Photoshop, Quark

**Professional experience**

- News reporter/commentator, researcher, interviewer, synthesizing award-winning articles
- Senior editor for emerging e-commerce marketing strategy
- Advertising agency founder, president and creative director
- Marketing strategy consulting, Web site and publication senior editor, freelance journalist
- Advertising/public relations agency writer, producer, and director for branded consumer products, business software, political issues and candidates; print, broadcast and the Web
- Copy editor slimming ponderous sentences, repairing passive voice, applying accurate style
- Technical writer, editor and marketing director for e-commerce, consumer and B2B tech products, government, nonprofit, educational Web sites

## awards

- Pulitzer Prize nomination for "Gay Tucson."
- First place, series writing, Arizona Press Club, "The Shrinking Desert."
- Pulitzer Prize nomination for "The Shrinking Desert."
- First place, short stories, American Pen Women Soul-Making contest, "Malaise."
- Tucson Tops for radio advertising, Artisoft LANtastic network software.
- Tucson Tops awards for print, radio and TV issue advertising, "Safe Transportation."

## Organizations

National Writers Union, Bay Area delegate  
Bay Area Editors' Forum

## Career highlights (chronological order)

- education
  - B.A. Journalism**, University of Arizona, Tucson.
  - Secondary education graduate study, San Francisco State University, 2003
- General Assignment Reporter, Arizona Daily Star, Tucson
  - Covered full breadth of daily reporting on politics, police, courts, vital statistics and human interest, civil rights, urban planning, technology horizons.
- President and Creative Director, Gold Images, Tucson
  - Advertising agency founder and principal, creative director coordinating freelance artists and technicians; writer, producer, director. Clients in retail, homebuilding, automotive, politics, technology, video, professional practices.
- Marketing Director, Metro Software, Tucson
  - Developed marketing/advertising themes, collateral and news releases, supervised execution. Editorial interest increased sales 160% in six months.
- Senior Copywriter, Artisoft, Inc. Tucson
  - Lead writer for #1 Hot Growth Company. Wrote benefit-oriented trade advertising, newsletters, radio ads, data sheets and packaging for LANtastic networks.
- Senior Editor, OneChannel.net, Mountain View, CA, 1999-2000
  - Marketing commentator writing analysis, profiles, commentary and trend analysis on emerging issues of online retail marketing: search engine optimization, wireless, broadband, and emerging companies.
- Marketing and Technical Writing Consultant, Gold Images, 1994-present
  - Media director for nonprofit Print Debate project launched during 2004 election
  - Web content and production for Applied Materials intranet, Sprint, business school, public relations agency, author, National Writers Union.
  - Created user-friendly documentation for Tucson Unified School District in-house software.
  - Documented Regee voter registration and election software for Pima County, Arizona.
  - U.S. Small Business Administration subcontractor, generated marketing tools for minority-owned businesses throughout Arizona.