

## Lorna Festa

85 Snapdragon Lane Hendersonville, NC 28739

828.329.2786 ♦ festalorna@gmail.com ♦ <http://lornafesta.com/freelance>

### Summary

- ♦ Marketer, copywriter, editor, researcher, proofreader, social media manager, scriptwriter
- ♦ Skilled with InDesign, Photoshop, website management and photography
- ♦ Fiction and nonfiction writer with original works featured in international literary magazines
- ♦ Event coordinator for functions including performances and holiday event planning

### Experience

#### Freelance Writer, Editor

August 2011 – present

- ♦ Crafting web copy, press releases, marketing campaigns for small businesses
- ♦ Designing, choosing photos and writing copy for portfolios, blogs, social media networks
- ♦ Creating legal contracts and diplomatic letters for sensitive situations
- ♦ Developing Terms & Conditions for government and education-based crowdfunding sites
- ♦ Brainstorming concepts, providing consultation and writing copy for client seeking sponsorships
- ♦ Researching and compiling data to convey revenue stream projections
- ♦ Editing monthly community newsletter, print, and online advertising for events

#### Marketing & Communications Specialist – Kanuga Conferences Inc. – Hendersonville, NC

June 2016 – February 2017

- ♦ Writing copy, SEO, choosing/editing photos and populating (xHTML) for complete website rebrand; updating and managing the 80plus-page Wordpress-based site for conference, camp and retreat center
- ♦ Writing feature articles for eNews and blog as well as press releases for news sources
- ♦ Providing training in SEO, xHTML, WP management, crowdfunding platforms, Facebook, Instagram, social media optimization and resizing/editing images in Photoshop
- ♦ Designing eblasts/creating copy and photo content for communications on Constant Contact
- ♦ Creating copy and editing photography for press releases, blog articles, social media publicity including Facebook, Twitter and Instagram
- ♦ Designing flyers and simple ads using Adobe software (InDesign, Photoshop, Illustrator)
- ♦ Developing systems and resources, including a web manual for on-brand, consistent use
- ♦ Photographing events, i.e. conference keynotes, camp sessions, weddings using SLR camera

#### Gallery Manager – Upstairs Artspace – Tryon, NC

February 2015 – December 2015

- ♦ Coordinating press releases, social media publicity, and improving public relations within the community
- ♦ Organizing, training, and engaging volunteers while working closely with board members and committees who represent the non-profit gallery
- ♦ Maintaining websites for current programs, events, and exhibitions
- ♦ Record keeping, installation, inventory, and sales for artists the gallery represents
- ♦ Managing public relations, advertising and communication with artists for each exhibit

#### Proofreader – Layman Poupard Publishing – Columbia, SC

September 2013 – January 2015

Markup, editing, and editorial style revision for simplified access in an online setting  
Fact checking and proofing galleys for Gale Literary Criticism series

#### Acquisitions Coordinator – Vision Property Management, Columbia, SC

March 2013-September 2013

Assisted with closing contracts for homes bought via online auction  
Conducted extensive pre- and post-bid research

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Hospitality – The Crucible and Lyceum Theatres, Sheffield, UK  
December 2010 – May 2011  
Helped organize and bartend private parties for theatre events

Event Coordinator/Bar Staff – Frog & Parrot, Sheffield, UK  
August 2009–September 2010 \* Awarded Best Bar None in the UK, 2010 \*  
Organized events, including spoken word shows, concerts, holiday parties and sporting events

Assistant Market Supervisor, Scriptwriter – Digital Media Communications  
March 2008 – June 2009

- ♦ Built scripts for online media advertising through newspapers, AT&T, and yellowpages.com
- ♦ Promoted after 6 months to Assistant Market Supervisor
- ♦ Facilitated positive media coverage in newspapers including Fort Worth Star-Telegram and Rochester (NY) Democrat & Chronicle
- ♦ Created repeat and referral business, resulting in new product orders and vertical launches

## Education

Sheffield Hallam University, August 2009 – May 2011, Sheffield, United Kingdom  
MA in Writing with merit

University of South Carolina, August 2004 – May 2008, Columbia, South Carolina  
BA in Experimental Psychology, Cum Laude

## Publications

Best of MA, Sheffield Hallam University, 2010, 2011  
Excerpts from Killer & the Crooks (chapters 1- 2010 and 16 - 2011)  
Matter 10, May 2010  
“Déjà Vous” (short story, accolade in the foreword by Margaret Drabble)  
NowThen Magazine, April 2011, May 2011  
“The Anonymous Youth” (satire) Issue 37 “The Beholder” (short story) Issue 39  
Jasper Magazine, May 2013  
“Queens” (article) vol 002 no 005

## Skills & Qualifications

- ♦ Proficient with Office suite; Adobe Acrobat, Photoshop, InDesign, some Illustrator.
- ♦ Web content management: xHtml, some Java. Experience in transcription, meeting minutes: types 95 wpm
- ♦ Fluent in Associated Press, MLA, and Chicago styles
- ♦ Multilingual communicator with Spanish and French comprehension and writing skills

## Community Involvement

- ♦ Organizer for Write Club writers' workshop Columbia, SC 2012-2013
- ♦ Essay judge for South Carolina Dialogue Foundation/Atlantic Institute, 4 years, 2013-2016
- ♦ Counselor for Girls Rock Camp - Columbia during inaugural year (2013) and 2014
- ♦ Coordinated HOLLAween 2013 - NBT, Columbia, SC and several Tapp's Art Center fundraisers
- ♦ Mentor with Big Brothers Big Sisters - school based program, 2014 – present

Writing, design or photography portfolio(s) by request.