

RESUME

Paule Sheya Hewlett, **Writer**

I help companies communicate.

As a freelance writer, I conceive and write brochures, ads, blogs and email campaigns, websites, newsletters, editorial pieces and speeches. I help design and implement strategic communications for companies in the midst of change.

My clients have included Fortune 100 chemical companies as well as entrepreneurial consulting firms. Services generally support marketing and sales, whether the objective is to create a corporate image, improve customer service, or launch a new product.

My strength is my ability to, first, understand complex technical and business subjects, and, second, to communicate in a fresh and readable style.

I was one of the first writers to work with architecture/engineering firms and healthcare institutions on their initial ventures into direct marketing. Over the past three decades my career has tracked the growth and diversification of Houston.

Past projects have included:

- 10 years producing customer e-newsletters, website copy and other marketing materials for a new business-model procurement services firm in the hospitality industry
- Employee communications, newsletter articles and training materials supporting the reorganization of a national industrial service company
- Collaborative creative and writing for employee and customer communications supporting customer service and creativity initiatives within Fortune 100 companies
- Nine years of producing an employee newsletter and training materials for one of the largest forging and casting producers in the U.S.
- Articles, recruitment materials, consumer brochures and employee communications for all major hospitals within the Texas Medical Center
- Creative strategies on new corporate branding materials plus writing of eight annual reports for an industrial power distribution company
- Six years of regular survey and in-depth articles on architecture and real estate for *The Houston Business Journal*
- Advising on and editing two books on the management of design and construction, working with a prominent innovator in the field
- Speeches and presentation materials for numerous executives in several industries

Attitude-wise, I am energetic and creative. I specialize in long-term relationships with clients – some spanning several generations of materials and more than 20 years. I am involved with key professional organizations and have been honored with top awards in design and business communication competitions. Most importantly, I've never missed a deadline!

In 2000, I formed Beyond Her Productions as a vehicle for my original art and writing. The Beyond Her product line includes textile and paper products based on my nature-based drawings. The collection can be found at beyondher.com.

My husband and I have two adult daughters. I play competitive tennis, volunteer with HISD in Project READ, and was honored as Volunteer of the Year by the Institute of International Education. I also served as senior warden of Holy Spirit Episcopal Church.

Education:

BA, University of Utah, 1974
Magna cum laude, Phi Kappa Phi
English major, art minor

MA Program, Utah State University
30 hours English Lit, 4.0 GPA
Teaching Assistant, 1.5 years

Representative Clients

3D/International
Air Liquide America
Avendra (hospitality purchasing)
ABS (American Bureau of Shipping)
The Boys & Girls Club of McAllen
Burlington Resources
Catholic Diocese of Texas
Columbia/HCA
Children's Collaborative
CORESTAFF / Leafstone / Guidant
CHRISTUS Stehlin Foundation
Endeavor Consultants
Exxon Chemical
Exxon USA
FKP Architects
Halliburton / KBR
Harris County Comm. College
Hines Investments
Hoechst Celanese
Home Theater Store
Houston Business Journal
Houston Grand Opera
King Ranch, Inc.
LJA Engineering
KPMG
The Methodist Hospital
Mitsubishi
Museum of Fine Arts - Houston

National Domestic Violence Hotline
Parkway Investments
PartnersInWealth Financial Planning
Pennebaker Design
Powell Industries
PULSE / Discover
Rice University, Jones Grad. School
Schlumberger
St. Luke's Episcopal Hospital
Shell Services International
Southwest Bank of Texas
Suez Energy
SpawGlass Construction
Texaco
Texas Children's Hospital
Texas Orthopedic Hospital
Valley Forge / SPX Service Solutions
Vaughn Construction
Vinson & Elkins, LLP
Universal Weather & Aviation
Weiner Development
West Houston Medical Center
The Women's Home
Wyman-Gordon Company
Wolff Companies
Yankelovich Partners

Paule Sheya Hewlett
1736 Nicholson Street
Houston, TX 77008
713-863-1241
paule@paulehewlettwriter.com