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MARSHAHERNDON

“Maggie”

Experienced writer and designer with more than five years experience in journalism. Seeking to leverage my writing skills, design knowledge, and 20+ years of business experience into a communications position.

Education

BA in Creative Writing & Literature
Antioch University—Yellow Springs, OH
Sept. 2016
AA in Graphic Design
HACC—Harrisburg, PA –May, 2009

Employment

Proofreader, January 2017-present
State of TN—Senate Engrossing Office
Writer & Graphic Designer, 2009-present
MHerdon Creative
Staff Reporter & Photographer, 2011-14
Freelance Features Writer, 2010-11
The Franklin Favorite/WFKN
Graphic Design Intern, April-Oct., 2009
Pennsylvania Farm Bureau
Licensed REALTOR®
TN—Bob Parks 2002-2004
PA—RE/MAX Realty Assoc. 2005-2007

Memberships

Current:

Society of Professional Journalists
Association of Writers & Writing Programs
The Porch Writers' Collective
Women for Tennessee's Future
League of Women Voters
Phi Theta Kappa Honor Society

Past:

Kentucky Press Association 2011-14
F-S Chamber of Commerce 2010-14
Franklin Business & Professional Women
2009-14 (President 2012-13)
Kentucky Federation of B&PW 2009-13
(State PR Chair 2012)
Toastmasters #9129 2006-09
(Membership Director 2008-09)

Skills:

My job skills include:

Editing & proofreading • Photography & photo editing • Research & writing
• Interviewing & reporting • Design & Layout • Social Media & Blogging
• Public speaking & oral presentations • Attention to deadlines • Time management.

My personal traits include:

Excellent communication skills • Highly creative • Visual learner
Deadline oriented • Self-motivated • Capable of independent thought and decision-making • Able to effectively interact with different personalities.

In addition, I am:

- Skilled in writing styles such as AP, APA, and MLA
- Adept at negotiation toward a mutually beneficial outcome
- Experienced in Adobe CS6 and MS Office
- Adaptable to Mac- or PC-based offices
- Familiar with use of basic office machines

Experience:

Journalism:

- Features writer and photographer published weekly (2010-2014).
- Edited Lifestyle section for 3 years.
- Served as interim editor for 8 months in 2013.
- Created content and photography for 7 special sections annually.
- Implemented social media presence on Twitter and Facebook.
- Maintained website with breaking news, stories, and photos.

Freelance writing work:

- Research and write white papers and executive biographies.
- Record and compile oral histories for families and groups.
- Blogging and online content.

While self-employed as a real estate agent:

- Monthly newsletters to clients and prospects.
- Designed and mailed postcards for listings and open houses.
- Designed personal advertising for web and print publications.
- Created informational books for buyers and sellers.

Freelance design work:

- Create graphic design projects from concept through production.
- Design brochures, logos, newsletters, posters, and playbills to standards for web and print use.
- Magazine and newspaper layout and design
- Worked along with department and committee chairpersons at PFB to design marketing materials, logos, and signage for conferences, meetings and training sessions.