



GEORGANNE HASSELL

WRITING ♦ EDITING ♦ COMMUNICATION

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PROFILE

I am an experienced communication consultant seeking a position where I can apply my deep knowledge of writing, editing and public relations in a dynamic environment to help drive stories to be discovered.

PROFESSIONAL EXPERIENCE

Writer, Editor and Communication Consultant

Freelance

Oct 2011 - Present

- Provide writing, editing and research for various digital and print publications
- Create engaging content and social media plans to reach diverse audiences and drive brand management
- Maintain strict publication and production schedule of digital and print products including manuscripts, articles, reviews, press releases, social media and blog posts
- Forge and maintain strong relationships with clients, authors, editors and media representatives

Communications Associate

College of William & Mary,
Reves Center for International
Studies

Sep 2013 - Aug 2014

- Produced comprehensive media plans and materials to raise awareness of the university for local, regional, national and international audiences
- Served as managing content editor for the Reves Center website and social media channels; produced biannual magazine (print and digital versions)
- Collaborated with various university departments to plan and execute visits from high-level international guests and drive favorable media coverage

Associate Faculty

University of Phoenix
Jun 2013 - Aug 2014

- Created and delivered innovative class lessons to engage, educate and develop students to achieve advanced writing and communication skills
- Prepared and reviewed syllabus and revised class materials to best meet student and university objectives
- Evaluated student performance and provided mentoring and writing assistance

Public Affairs and Operations Officer

United States Air Force
Jun 2007 - Oct 2011

- Directed a team of writers, editors, photographers and broadcasters to create print, digital and video products to increase brand awareness
- Served as spokesperson for the U.S. Armed Forces
- Organized, prioritized and responded to media inquiries in print, radio, and broadcast outlets in local, national and international markets
- Provided senior management with expert public relations counsel; developed talking points and communication objectives for critical defense issues

EXPERTISE

- Writing and Editing
- Public and Media Relations
- Client Engagement
- Project Management
- Content Strategy
- Social Media
- Brand Development

EDUCATION

2014 - 2015

Associate of Arts in Portuguese
Defense Language Institute

2008 - 2011

Master of Arts in Journalism
Regent University

2003 - 2007

Bachelor of Arts in English
University of Delaware