

JODIE A. TOOHEY

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OBJECTIVE:

To help people say what they want to say for their business or non-profit by assisting with their writing, editing, marketing, and/or brand strategies.

EDUCATION:

University of Iowa Tippie School of Management
Masters of Business Administration with Distinction, December 2014
Emphasis: Marketing and Strategy
GPA: 3.91 on a 4.00 scale

Scott Community College, Bettendorf, IA
Marketing Certificate, May 2011
GPA: 4.00 on a 4.00 scale

Elgin Community College, Elgin, IL
Basic Vocational Certificate in Paralegal with High Honors, December 2000
Emphasis: Litigation, Real Estate, Family Law, Research, and Law Office Management
GPA: 3.85 on a 4.00 scale

Iowa State University, Ames, IA
B.S. in Community and Regional Planning with Honors and Distinction, May 1996
Emphasis: Historic Preservation, Urban Design, and Writing
GPA: 3.63 on a 4.00 scale

WORK EXPERIENCE:

- 11/15-Present Partner Owner, 918studio press
- Manage publication process from acquisition through final publication and marketing
 - Create and maintain website for selective subsidized publishing company
 - Maintain social media channels for business
- 5/15-Present Davenport Community Schools, Davenport, IA
Writer/Content Manager
- Write and edit good news stories for web and social media distribution
 - Manage content on GreatSchools.org website
 - Write and edit content for annual state of the district report
 - Work with staff to improve written website content
- 1/13-8/15 Midwest Writing Center, Davenport, IA
Contract Marketer
- Managed brand to promote event attendance and membership
 - Created monthly e-newsletter and annual e-magazine
 - Developed strategic mini-marketing plans for several events
 - Provided marketing support in non-profit environment

- 1/10-Present Self-Employed (Wordsy Woman & Wordsy Woman Author Services), Freelance Writer, Editor, and Marketer
- Write articles for various online outlets
 - Write web copy, articles, and other marketing materials
 - Creative writing and copyediting in poetry, non-fiction, and fiction formats
 - Teach workshops on basic creative writing techniques and book marketing
 - Help authors plan their book marketing strategies
 - Format interior portions of novels, poetry, and other manuscripts
 - Build and update websites for author clients
 - Speak on panels about writing, book marketing, publishing, and historical fiction
- 6/11-10/11 Midwest Writing Center, Davenport, IA
Operations Manager
- Managed day-to-day operations of non-profit organization
 - Planned and created marketing materials including print ads, newsletters, blogs, press releases, and social networking updates
 - Supervised and directed volunteers and interns
- 4/01-1/10 Lane & Waterman LLP, Law Firm, Davenport, IA
Paralegal
- Assisted attorneys in all phases of civil cases from drafting of initial pleadings through trial
 - Interviewed witnesses for varied cases from slip and falls through asbestos litigation witnesses
 - Drafted numerous position statements for employer clients in discrimination cases
 - Organized, managed, and analyzed voluminous documents in wide range of case types
- 6/00-2/01 Robert C. Lake, Real Estate Attorney, Wheaton, IL
Part Time Legal Assistant
- Processed Real Estate Closing files
 - Ensured Attorney Review, Home Inspection, and Contingency dates were met
 - Answered clients' basic questions regarding the real estate transaction process
 - Reviewed and cleared Title Commitments
- 9/97-11/99 Will County Land Use Department, Planning Division, Joliet, IL
Administrative Planning Assistant
- Created ordinances for approved zoning amendment cases
 - Organized, compiled, and distributed agendas for the Land Use Committee
 - Organized, compiled, and distributed agendas for the Planning and Zoning Commission
 - Prepared minutes for two county public meetings
 - Tracked zoning cases through entire zoning amendment process
- 9/96-9/97 Law Office of Scott R. Erwin, Attorney at Law, DeKalb, IL
Legal Secretary
- Prepared court pleadings and correspondence from dictation
 - Maintained payroll and billing
 - Wrote checks, made deposits, and maintained two bank accounts
 - Coordinated calendars of attorneys
- 8/94-6/96 Iowa State University Extension, Ames, IA, Research Assistant

5/95-8/95

Scott County Department of Planning and Development, Davenport, IA, Summer Intern

5/93-8/93

Van Allen Foundation, Clinton, IA, Summer Intern

AWARDS/ACTIVITIES:

- Judge for Scholastic writing competition regional entries, 2013 – 2017
- Chair of Midwest Writing Center’s Publicity and Marketing Committee since July, 2012
- Revised Midwest Writing Center “Volunteer Handbook,” September, 2010
- Board of Directors Vice President for Midwest Writing Center 2014-2015
- Board of Directors President for Midwest Writing Center since June, 2015
- Writing for MWC newsletters and other marketing documents since January, 2011
- Member PR Network of the Quad Cities since April, 2011
- Published Book, Crush and Other Love Poems for Girls, December, 2007
- Published Book, Missing Emily: Croatian Life Letters, September, 2012
- Poetry Collection, The Other Side of Crazy, published by 918studio, September, 2013
- Published Book, Melody Madson – May It Please the Court, August, 2014
- Published Book, Taming the Twisted, August, 2015
- Business Writing Presentation at PR Network, Half-Day Workshop, April, 2016
- Several Scholarships and Awards for Academic Excellence