



**Connie Michener**  
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**portfolio at: www.beguilotron.com**

**Job Objective: Advertising Copywriter**

**Work Experience:**

I've played both sides of creative, written and design, with careers as an architect and a technical writer. Now I want to make ads, offering creativity, humor, learned common sense, and sensitivity to consumer's interests.

**Freelancer, copy and design of all types**, for my own Beguilotron Accelerator Laboratories. Designed kitchen renovations, wrote newsletters, designed storefront and window displays, t-shirt logos, and band logos.

**Design Architect/Job Captain**, Graham Gund Architects, Cambridge, MA; Studio of Art and Architecture, New Bedford, MA; Bergmeyer Associates, Boston, MA. Developed presentation material, building schematics and design development for 720-unit Disney resort hotel and condominium complex, mall renovation, housing/retirement community, retail, office, and high-end residential. Phasing and feasibility studies. "Boston Main Streets" design-assistance projects for Boston storefronts.

Advanced presentations through several 3D and 2D graphics and layout programs.

Handled large numbers of physical, financial, and aesthetic constraints to assemble designs to be agreed upon by several parties.

Made presentations to clients.

**Technical Writer**, Dow Jones/Telerate, Jersey City, NJ; also Writers, Inc., Newark, DE. Wrote hardware and software manuals for one of the first real-time on-line financial information and trading systems. Wrote tank testing specifications and company policy documents for Du Pont and ICI in the wake of Union Carbide's Bhopal disaster. Edited articles on material engineers' research; wrote manual on titanium processing. Wrote and laid out newsletters, training catalogs and corporate directories.

**Trade Show Publicity**, Beadesigner International (volunteer, 3 years) promoted annual trade show for a non-profit. Drew up publicity schedule for properly-timed submissions to monthly, weekly, and daily publications as well as web-based listings, wrote press releases, developed press kits, connected reporters to artisan vendors, filled show vendor list and increased attendance each year.

**Planner**, National Park Service Regional Planning Office, Philadelphia, PA. Wrote and designed interpretive planning documents for the Pinelands National Reserve; as well as an impact study for Valley Forge National Park. Coordinated a series of seminars on interagency cooperation for park planners at the Philadelphia office.

**Promotion Assistant**, Springer-Verlag, New York, NY. Wrote copy for medical and engineering book promotion, copied it, stuffed it in envelopes, and mailed it out.

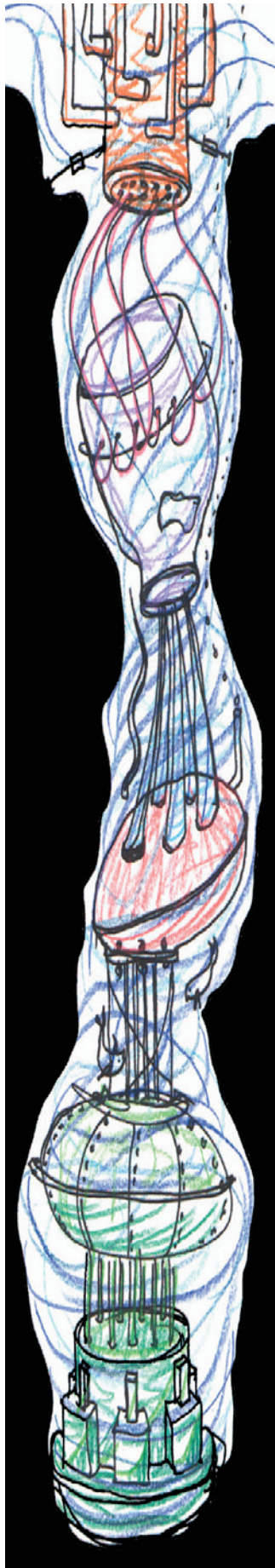
**Jewelry Designer**, jewelry, kits and packaging sold my work at juried craft shows, taught craft courses in jewelry techniques. Studied in-depth the hearts and minds of women.

**Education:** Masters of Architecture, University of Pennsylvania School of Design.  
B.A. in English, University of Delaware.

**Recent Awards:**

Merit, 2004 Hatch Competition, for "Powerbase Subwoofer by Richter."

Silver, Fall 2004 AdClub Conceiving Seminar, for "Toro: It's what you do with it."



Recently participated in AdClub Concepting seminars and The Advertising Campaign, Mass College of Art.

#### Computer Graphic Experience:

**Vector drawing** in AutoCAD 14, 2000, and ADT for drafting and vector-based graphics production;

**Photocompositing, graphic development, animation frame creation** in Photoshop;

**Layout** of presentation boards in Illustrator as well as PageMaker and InDesign; **Animation** with Ulead GIF animator.

#### Experience:

6+ years of writing experience. Writing software manuals, hardware installation manuals, heavy industry reports, newsletters and product instructions.

4+ years of design experience. Designing retail and group living environments, as well as office and residential work in architectural firms.

**Other jobs I've held:** Ice arena guard, saddle-applier to saddle shoe vamps and bar tack machine operator in a shoe factory, rental agent, lifeguard, file clerk, optometrist's assistant, key operator for copy machine, radio news writer and announcer,

#### INTERESTS

Alchemy,

Architecture, including retail design: store and storefront, signage; environmental design, solar design, water feature design, lighting design, light and color, iridescence, color and texture, pure form.

Art, including drawing, figural art and abstract, three-dimensional. Color theory, photo manipulation, photography, Lenticular photography,

Physical activities, including power yoga, ice (figure) skating, Tae Kwon do, swimming, weight training, bicycling, skiing, canoeing, kayaking, billiards, climbing,

Cars, especially 60's and 70's vintage (internal combustion engine, carburetor, no fuel injection, no computers).

travel, to Europe, Mexico, around the country. I've bicycled across the USA.

cinema, animation, music,

Well-versed in beer, beer-making, wine, scotches, highland, lowland, islay.

GIF animation,

trading, chocolate, fractals,

hunting, trapping, fishing (deep sea and trout),

high-tech gadgets, fashion, pop culture,

Crafts, including jewelry crafts, graphics, sewing,

I'm not a trekkie, but a trek-along.

every last thing,

writing and reading, of course.