

# VICKI MOULTON

OAKLAND, CA 94602 ♦ [MOVICKMARKETING.COM](http://MOVICKMARKETING.COM) ♦ [vicki@movickmarketing.com](mailto:vicki@movickmarketing.com)

o: 510-530-1580 m: 703-728-4196

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## EXPERIENCE

### **MOVICK MARKETING (LAUNCHED 2009; PREVIOUSLY VLM ENTERPRISES)**

#### **Founder and Managing Director**

### **SAN FRANCISCO BAY AREA**

1990–Present

Publications consultant, writer, and editor for private-sector, not-for-profit, and government-contractor clients. Established the business in the Washington DC metro area; relocated to northern California in July 2010. For more information, detailed portfolio, and blog entries, visit <http://movickmarketing.com>.

#### **Areas of expertise:**

- ▶ Advertising and marketing writing
- ▶ Social media marketing and strategy
- ▶ Blog creation, design, and management
- ▶ Copy writing, blogging, and ghost-blogging
- ▶ Creative conceiving
- ▶ Print publishing consulting

#### **Publishing projects:**

- ▶ Writing and editing advertisements, campaign concepts, and scripts for publication in magazines, brochures, billboards, direct mail, video, and radio
- ▶ Writing, conceptualizing, and editing website content
- ▶ Writing corporate marketing collateral
- ▶ Writing and researching original articles for Web publication
- ▶ Creating social media sites, blogs, and marketing strategies
- ▶ Compiling research data for competitive market analysis
- ▶ Managing publication production process for print ads, websites, direct mail, and newsletters

#### **Sample client list:**

- ▶ DELUCCHI +
- ▶ BREEZE REALTY NETWORK
- ▶ DELOITTE CONSULTING LLP
- ▶ GTSI CORP.
- ▶ NATIONAL ASSN OF INDEPENDENT LIFE BROKERAGE AGENCIES
- ▶ AMERICAN MANAGEMENT SYSTEMS
- ▶ SYNERGY FORCES LLC
- ▶ TRUECAREERS, A SALLIE MAE COMPANY
- ▶ SALLIE MAE CORP.
- ▶ THE SALLIE MAE FUND
- ▶ COSTAR GROUP, INC.
- ▶ GOLINHARRIS

### **NEWSPAPER ASSOCIATION OF AMERICA (NAA)**

#### **Technology Communications Manager**

Vienna, VA

1999–2000

Manager of three key areas in NAA's Technology Group: promotion and marketing, publication production, and communications (see details below). Major accomplishments included streamlining all production procedures; improving the usefulness and design of department websites; developing promotional contests; and enhancing direct mail campaign for annual conferences, resulting in 100% increase in early registrations and record-breaking conference attendance.

- ▶ **Promoting and marketing all Technology products, services, and conferences.** Responsibilities included developing marketing plans, designing and writing advertising campaigns, writing marketing collateral including blast email and fax messages, and conducting market research. Also responsible for managing, editing, and writing Web content and advising artists on design of websites for two conferences and all products and services.
- ▶ **Producing all Technology publishing projects.** Responsibilities included writing and editing documents and reports; managing the publication production process, including developing production plans and schedules; working with artists and project managers; and hiring freelance writers/editors.
- ▶ **Serving as communications representative for the Technology Group.** Responsibilities included communicating with association membership and NAA staff regarding Technology products, services, and conferences. Also responsible for tracking Technology product inventory, sales figures, and budgets, as well as writing copy for sales representatives.

### **COMPUTER SCIENCES CORPORATION (CSC)**

#### **Senior Editor**

Falls Church, VA

1996–1998

Lead editor on proposals, technical documentation, marketing brochures, client website text, and corporate communications. Managed, supervised, trained, and built a team of freelance editors, writers, and proofreaders. Responsible for adhering to editing and publishing standards. Worked in concert with production team leaders to complete projects on time and within budget. Promoted within one year from freelance editor to staff editor.

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(page 2 of 2)

## **CSR, INCORPORATED** **Editor**

**Washington, DC**  
1994–1996

Responsibilities and accomplishments included the following:

- ▶ **Technical editor** of a variety of corporate publications with short-turnaround deadlines, including proposals, policy reports, delivery orders, and strategic plans.
- ▶ **Lead editor and production coordinator** for the *Study of Implementation and Effectiveness of CSAP High Risk Youth Demonstration Grants*—a comprehensive, multi-volume report of CSR's 5-year study for the Center for Substance Abuse Prevention.
- ▶ **Lead editor** of *Domestic Violence 101*, a comprehensive overview of the statistics, history, and politics surrounding domestic violence in America, used by the Maternal and Child Health Bureau to educate service providers in the field.
- ▶ **Editor** of progress reports, policy reviews, executive panel proceedings, and strategic initiatives for the Office of National Drug Control Policy, Executive Office of the President.

## **AMERICAN SOCIETY FOR INFORMATION SCIENCE (ASIS)** **Manager of Program Services**

**Silver Spring, MD**  
1989–1990

Managed and directed member services and budgets for the following key areas:

- ▶ **Chapters and Special Interest Groups (SIGs)**. Wrote and edited monthly newsletter. Managed programs and provided leadership to chapters and SIGs. Promoted development of new chapters and SIGs, coordinated chapter and SIG programs and meetings, and implemented new activities.
- ▶ **Career Services**. Managed Placement Center at Annual and Mid-Year Meetings. Developed and implemented career enhancement programs for information professionals.
- ▶ **Continuing Education/Professional Development**. Researched and developed new programs and revitalized existing programs. Negotiated contracts with instructors. Wrote and designed promotional material.
- ▶ **Awards Program**. Managed and coordinated ASIS Awards Program. Planned and promoted annual awards ceremony. Negotiated contracts with photographers. Wrote and designed promotional material.
- ▶ **Other areas of responsibility**. Served as liaison to committees and task forces, and coordinated activities and policy actions. Worked with Board to promote goals and objectives. Edited internal office publications. Served as editorial assistant on four-color magazine.

## **CRESTAR BANK** **Administrative Assistant, Real Estate Finance Division**

**Washington, DC**  
1987–1988

Wrote and maintained monthly loan activity and budget reports. Wrote and designed in-house software training materials. Provided organizational and meeting coordination support to senior bank management.

## EDUCATION

### **PEPPERDINE UNIVERSITY** **Bachelor of Science, Business Administration**

**Malibu, CA**  
August 1987

## OTHER

Blogging regularly at [MovickMarketing.com/blog](http://MovickMarketing.com/blog)  
Active in virtual and professional networking groups  
Collaborating with other woman-owned small businesses  
Professional singer