

Judy Alexander

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Objective

Photographer

Education

BA in Social Ecology, University of California, Irvine, 1981. GPA 3.8. Phi Beta Kappa, graduated Summa Cum Laude. Foreign Exchange Student, Finland, 1977-1978. Toastmasters member.

Work Experience

Judy Alexander Photography

www.judyalAlexanderphotography.com

April 2007 to present

Children, family, wedding, event, and portrait photography and digital image editing. Clients include Angie Sumner School Photography, Custom Studios, National Osteoporosis Federation, Bonnie's Studio, Congressman Todd Spitzer, Cornerstone Exchange, Orange City News, Long Beach Magazine, Orange County Bride Magazine, and the Orange Chamber of Commerce.

ACC Capital Holdings (Ameriquest) – Content Management Writer II

November 2005 to March 2007

Content writing, photography and editing for a bi-monthly newsmagazine, e-newsletter and employee Intranet. Marketing plan creation to publicize the launch of an improved Intranet. Web design and maintenance of an OpenCms-based Intranet using HTML and Dreamweaver. Management of an online employee Q&A board.

Judith Alexander & Associates – Corporate Communications/Web Design

1986 – present

Web content, electronic and print newsletters, brochures, feature articles, photography, speech writing, and news release copy for hi-tech and industrial corporate clients, most recently for Andrew Rea Design, ZTNet Solutions, Fair Isaac and Powerwave Technologies. Bylined articles published in *Rehab Management*, *Home Health Care Dealer*, *Orange County Business Journal*, and *Los Angeles Business Journal*.

Ghostwritten articles published in *Security Management*, *Bottomline*, and *Roads & Bridges*. Clients have included corporations such as Fair Isaac, Powerwave Technologies, Woodwork Creations, Furon, Newport Corporation, AST, Parker, FileNet Corporation, Huck, Odetics, Tokos, Toshiba, The All American Gourmet Company, Cimco, Dean Worldwide, Martin Paddock & Boyle Accounting, and Micro D, as well as the advertising/PR firms of Lee Oliver, David, James & Roberts, Priscomm, Graphix, and Hilary Kaye.

Adjunct instructor (Creative Writing, Public Relations)

Concordia University, Irvine

Fall 2005, 2006, 2007

Adjunct instructor for Writing for Children and Teens (WRT 324-1), 16-week course, 13 students. Directed students in preparing a portfolio of varied stories, reading and researching children's authors, and tapping creativity. Arranged for guest speakers. Also served as adjunct instructor for Studies in Public Relations (Com 422), 16-week course, 35 students. Guided students in producing a PR portfolio of writing samples (press release, crisis-management letter, fact sheet, public service announcement) and major team projects (press kit and PR campaign) for real-life clients. Student evaluations were very favorable.

Gateway – Web Content Writer

November 2004 – May 2005

Content writing and editing for both consumer and professional segment pages of the Gateway web site (www.gateway.com), as well as e-newsletters.

Fluor Corporation – Marketing Communications Specialist, Information Technology Department

July 1998 – May 2004

Project management for all communications in the IT department. Prepared annual marketing communications **plan**; pitched **articles** to corporate communications; designed and maintained IT **Intranet** site using Dreamweaver, HTML, Flash, Photoshop, and JavaScript; prepared monthly **8-page newsletter** for IT employees by generating article ideas, conducting interviews, writing and editing, taking digital photos and manipulating images using Photoshop, doing layout using PageMaker, and converting the file to PDF and send as attachment in a broadcast email; participated as member of a **change management**/communications team (design, write, and release a twice-a-month electronic newsletter based on guest speakers' presentations); headed an **event planning team** for an annual fun event designed to increase employee involvement with other teams within the shared services group. Event planning includes choosing a theme, arranging for a full lunch, soliciting teams to sponsor booths, designing and posting posters, soliciting local businesses and vendors for raffle prize donations, releasing email announcements, and requesting management involvement in food service, booth and dessert judging, and raffle prize announcing.

American Datacom -- Marketing Coordinator

December 1987 - July 1988

New product research and introduction, public relations, and feature article writing for a telecommunications/credit retrieval terminal manufacturer with both domestic and international sales.

Computer Skills

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MS Word, Adobe Lightroom, Adobe Bridge, Photoshop, OpenCms, Dreamweaver, HTML, Word, Excel, PowerPoint, PageMaker, Illustrator, Adobe Acrobat, Adobe Audition, and some Flash.