

WHITNEY MCKNIGHT

Writer, editor
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Profile

More than twenty years total media and communications experience, including writing and editing on deadline for newspapers, magazines, and publishers. Scores of national, regional, and local by-lines; author of three books, including two celebrity biographies; book package project manager. Versatile writing style, editorial or promotional. Very knowledgeable about publishing and media industries, both as an author and as one who represents and publicizes authors. Developmental, line, and copy editor, excellent researcher. Script, speech, and ghost writer.

Skills and Services

- Copywriting for marcom and PR campaigns
- Advertising copy; print or electronic
- Newsletters: print/on-line
- Web content/SEO
- Speeches and scripts
- Book proposals
- Sales letters
- Media kits
- Project management: book packages, other publications
- Editing: developmental, line, copy

Industries

- Publishing (B2B and B2C)
- Media (B2B and B2C)
- Healthcare (B2B and B2C)
- Property Development (B2C)
- Finance (B2C)
- Non-profits
- Retail

Professional Experience

Highlights 2006-7:

- **Book launch for corporate ethics expert**, and co-founder of Integrity Interactive on-line corporate compliance training, Joe Murphy; inclu. media campaign, website, speaking engagement support, direct and word-of-mouth marketing; e-newsletter. Resulted in national TV exposure and publisher's best-selling trade book of the year.
- **PR & marketing consultant for Pathways to Leadership**, a Denver, CO-based **management consulting company**, on how to create successful PR and marketing strategies using e-letters, strategic media placement, direct marketing, word-of-mouth, etc., for book launch by NY Times bestselling author and CEO of company. Resulted in sold-out first printing.
- **Event scripting** for two high-profile business and legislative events produced by New Jersey's largest **Chamber of Commerce**. Resulted in praise to Chamber and repeat bookings for me in 2008.
- **Writer/researcher/photo shoot mgr.** for series of award-winning B2B and B2C articles produced by **GE Medical teaching hospital**.

Select experiences, 2000-2007:

- Media relations, Virtua Health
- Key marketing campaign project mgmt, YMCA Camp Ockanickon, Inc.
- Retail store launch/media campaign, Auction Mojo
- Case studies, releases, Thomson Scientific/Anne Klein PR, Inc.
- On-line content, releases for BetterInvesting.com/Anne Klein, Pr, Inc.*
- South Jersey Tourism Corporation, ghost writing
- Various national and regional bylines
- Author, three book packages for US Media Holdings Corp.

Other experience, 1989-2000:

- Columnist and beat reporter for variety of publications, including Gannett and Journal Register affiliates
- Freelance copywriting in NYC for Meat & Livestock Australia, McGraw Hill, Swatch, Coach Leatherwear, and others
- Created and managed relocation department for Coach corporate offices
- Numerous contingency positions working with top NYC executives at Goldman, Sachs, Marvel Comics, Scholastic, Inc., The New Yorker, among many others
- Account executive, The New Orleans Publishing Group
- Marketing director, The Louisiana Philharmonic
- Five years, public radio host and producer, various radio and TV stations, major and mid-size markets: upstate NY, New Orleans, Philadelphia, NYC

Professional memberships

- Editorial Freelancers Association
- Publishers Marketing Association
- Chamber of Commerce Southern New Jersey

Awards

- Medical writing featured in The Virtua Physician, *Healthcare Marketing Report's* 2006 Print Communicator Award of Distinction and 2006 Merit Award winner
- Medical writing also featured in Virtua HealthSavvy, winner of the 2006 Platinum Award, MarCom Creative Awards; 2006 Print Communicator Award of Distinction; 2006 National Health Information Merit Award; 2006 Honorable Mention Platinum PR Award, *PR News*
- Wrote copy for BetterInvesting Pr campaign website, Anne Klein PR, Inc.'s 2004 Philadelphia PRSA Pepperpot winner
- New Jersey Press Association nominee, 2004: investigative reporting, land use

Volunteerism

- Board of Directors, Carson J Spencer Foundation
- Marketing Committee member, Samaritan Hospice

Other skills

Voice-overs; read and speak Spanish, French; some German; solid grasp of Web 2.0

Education

BA, English/Creative Writing, 1989, Harpur College at Binghamton University