

# Christina Newberry

christina@christinaneberry.com • christinaneberry.com

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Anyone can put words on paper. It takes a communications professional to craft your message.

As a marketing, communications, and management professional, I have the skills, drive, and dedication to take on challenging projects and thrive under deadline and budget pressure,

My educational background in English, Journalism, and Public Relations has well prepared me for work with language, including the voice for consistent and meaningful messaging, powerful press releases and announcements, and editing and detailed proofreading of materials. I write and edit web sites, brochures, articles, newsletters, press releases, eBooks, and other communications materials for a number of clients, and I specialize in SEO-optimized articles and press releases.

Put simply, I create professional, meaningful communications pieces that work – resulting in clean, easy-to-read materials that meet every project's goals.

## Clients

### *Healthcastle.com*

I **copyedit** eight monthly articles for the largest nutritional web site run by Registered Dietitians. I also serve as their communications manager, creating **press releases** for new product launches, **SEO-optimized news features**, and **radio pitches**.

### *The Internet Marketing Center*

For this large online marketing company, I organized **large editorial projects**; wrote **press releases** for product launches; and provided **research, writing, copyediting**, and **proofreading** services for online and e-mail newsletters, websites, e-books, printed books, and online promotions.

### *CGA-Canada*

I provided this national non-profit organization with editorial services, including **editorial sign-off** and **quality assurance** for online learning materials used in courses that lead to professional certification.

### *Essentially Yours Industries*

I **wrote, copyedited**, and **proofread** several dozen issues of a twice-weekly newsletter read by over 7,000 distributors for this nutritional supplements company. I also created content for a **Product Catalogue** and other **marketing materials**.

### *Revamp Concepts*

I provided this home-staging company with a series of **press releases** that resulted in coverage on Breakfast Television and in The Vancouver Sun. I also created a **template letter** to use when approaching large-scale developers about providing services for display suites.

### *Jane Ross Books*

I created and maintained a **website** for this local bookstore. I also **wrote the copy** for their newspaper ads.

*Dancing Firs Bed and Breakfast*

I wrote all the copy for this Bed and Breakfast's **web site** and **brochures**.

*Honey Dew Day Spa*

I wrote **press releases** for this spa to get the word out about a series of promotional events.

*The Creative Native*

I wrote **press releases** and **edited** episode summaries for this national television program (APTN).

## Testimonials

"Christina is detailed oriented yet also able to see the big picture from a business perspective. With her help, HealthCastle.com has put out high quality news releases that have been picked up by various news media. With a courteous and professional attitude, Christina is undoubtedly an asset to any marketing or PR initiative."

– *Ian Lee, Director of Marketing  
Healthcastle.com*

"The last press release you wrote for us worked a treat. It's awesome... we love your work."

– *Michael McNamara  
Revamp Home Staging*

"Christina isn't just an outstanding writer and editor – she's also a great strategic thinker. She's one of those rare writers who knows how to wield language as a tool for achieving strategic objectives – to inspire, to sell, to educate, to entertain. She's dependable, she gets results, she writes brilliantly, and she's just fun to work with. I can't recommend her highly enough."

– *Curtis Foreman, Manager of Information Product Development  
The Internet Marketing Center*

"I turned to Christina recently to research and write an eBook on a tight deadline. Christina over-delivered, not only crafting a high-quality product on time, but proactively adding value through her thoughtful suggestions and authoritative writing style. She took on the project with enthusiasm and professionalism, and was a pleasure to work with."

– *Ric Mazereeuw, Entrepreneur*

"There is no one better to give a complex project with a tight deadline to than Christina. She has proven her ability to 'get stuff done' over and over again. Her attention to detail is fantastic and she cares about the work she does. She also sees the big picture and keeps things in context."

– *Mitch Tarr, VP Marketing  
The Internet Marketing Center*

"You will add intelligence, focus, and grace under pressure, along with versatile writing and editing abilities, when you add Christina to your roster."

– *Bob Hodder, Copywriter*

**Please visit my website at [www.ChristinaNewberry.com](http://www.ChristinaNewberry.com) to see samples of my work.**