

Amy Hengst

Inkweave Media, Inc
433 Bellevue Ave #3
Oakland, CA 94610

Cell: (831) 240-6109
amy@inkweave.com
www.inkweave.com

Freelance Qualifications

Editing, Formatting, and Proofreading

Articles, technical papers, education curriculum, web copy, marketing materials, and more

Research and Interviewing

Subject matter experts, interview subjects, conference coverage, thorough web and library research

Reporting and Copywriting

News, features, blogs, how-to, white papers, web and marketing copy, SEO keyword articles

Curriculum Development

Lesson plans, worksheets, presentations, hands-on activities

Graphic Design and Photography

Adobe Creative Suite 3 (Acrobat, Photoshop, Indesign, Illustrator), Web design (HTML, CSS, Wordpress), Photo editing, manual digital photography (Canon 30d), shooting portraits and events

Freelance Clients

The Pearson Educational Foundation (2007-2009), Tippit Inc (2007-2009), Education.com, Portrero Media Corp., Matter Network, California Small Business Education Foundation, Bearings Geography Blog, East Bay Social, and others

Clips Available: Inkweave Media web site, <http://www.inkweave.com>

Work Experience

Assistant Editor | Tippit, Inc., 2006–2007

Researched and wrote features, how-to articles, buyer's guides, comparison guides, white papers
Daily blogger for ITsecurity.com from February 2007 to July 2009 (freelance)

Program Coordinator | UC Santa Cruz Extension, 2005–2006

Scheduled, coordinated, and supervised classes for Business & Management and English Language programs
Developed weekly newsletter, email marketing campaigns, and promotional materials
Managed student activities, developed budgets, supervised staff

Marketing Communications Specialist | Bay Federal Credit Union, 2003-2004

Wrote and edited a monthly newsletter, marketing collateral, web copy, brochures
Developed internal communications and training documents
Designed and maintained Intranet sites and web site content

Writing Tutor | UC Santa Cruz, 2001-2003

Tutored native and non-native English speakers in grammar, academic writing, and critical thinking skills

Education

Professional Sequence in Graphic Design, UC Berkeley Extension, 2010 (Current)

BA in Literature, Writing emphasis, UC Santa Cruz, 2003

Professional Development Coursework:

Digital Documents in Adobe InDesign, Laney College, 2008

Adobe Illustrator Introduction, UC Extension, Silicon Valley, 2006

Role of Project Manager and Project Leadership, UC Extension, Silicon Valley, 2006

Horticulture & Edible Landscaping, Cabrillo College, 2005

Marketing Management School, Credit Union National Association, 2004