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## Betsy Rossen Elliot

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### Qualifications

- Meticulous, senior-level writer, editor, proofreader, fact-checker, production manager, and photographer able to creatively reach many ages and audiences—in print and online
- Accomplished project manager and supervisor, from media campaigns to high-end publications to websites
- Well-respected for attention to details while keeping the big picture firmly in mind: catching the typos and serving as production manager who completes projects on time and on budget
- Editorial work includes health care, advertising, marketing, higher education, academic, reference books, history, sports, and children's
- Skilled on PC and Mac platforms; proficiencies include Adobe Acrobat Pro; MS Office, Project, Publisher; FileMaker Pro; and Adobe Creative Suite
- Experienced using all major style manuals, including AP, APA, Bluebook, Chicago, MLA
- Member, Chicago Women in Publishing, 2007-present

### Professional experience

Aon Hewitt, Lincolnshire, IL

Production editor/proofreader, July-November 2016 (contractor)

- Responsible for print, online, and website work related to the Aon Active Health Exchange

Ogilvy & Mather, Chicago

*Proofreader, 2014-2016*

- Proofreading, copywriting, editing, fact-checking; wrote/edited brand book; wrote comprehensive Ogilvy style manual
- Proofreading comprised websites, emails & e-newsletters, digital banners, print ads, free-standing inserts, OOH, technical writing, white papers, presentations & pitches
- Clients included Kimberly-Clark, SC Johnson, CDW, BP, Sargento Foods, BAE Systems, Chubb Insurance, Steppenwolf Theatre, Jim Beam, Unilever

Elliot Editorial

*Communications and editorial consultant, 1992-present*

- Project management, design, writing, editing, proofreading, fact-checking, research, media relations, photography, publications
- Recent clients include Aon Hewitt, Beat Studios, Slack, Publications International, *Family Time*, Altrusa International, Livingstone Corp., Time-Life Books

Prairie State College, Chicago Heights, IL

*Director of Marketing Communications, 1999-2007*

- Managed all steps—budgeting; planning; writing, editing, photography, and production; and working with vendors—on official academic publications, brochures, viewbooks, newsletters, all forms of advertising, promotional items, and fund-raising publications
- Wrote and edited press releases, coordinated photography, raising PSC's profile, esp. faculty, programs, student success, and Jazz Fest
- Managed content of college's website on a day-to-day basis; web architect for major overhauls of 2000 and 2006-2007
- Primary spokesperson for college; wrote speeches, letters for president
- Led Marketing Council and five-person, award-winning department

*Coordinator of Publications, July-December 1999*

- Hired as manager of publications and ads. Reunited related marketing and PR tasks under new Communications umbrella.

University of Chicago, Chicago

*Publications Specialist, University Publications, 1993-1999*

- Wrote, edited, proofed, managed communications projects, serving Office of the President, the College, Physical Sciences, and Development

*Publications Specialist, Graduate School of Business, 1988-1990*

- Wrote and coordinated projects for several departments; managing editor for alumni magazine, *Chicago GSB*

*Journals Manuscript Editor, University of Chicago Press, 1984-1987*

- Copy edited and proofed education, social sciences, and law journals

Compton's Encyclopedia, Chicago, IL

*Associate Editor, 1990-1992*

- Asked back to oversee expansion of index (hundreds of articles, tables); troubleshoot CD-ROM version, the first encyclopedia on CD

*Assistant Editor, 1987-1988*

- Wrote, edited, and updated history, geography, national parks, and biography articles for revision project

## Education

Columbia University, New York, Master of International Affairs

- Concentrations in Western Europe and Communications

Purdue University, West Lafayette, IN, Bachelor of Arts

- Major, journalism; minor, urban affairs

## Publications

- Author of 30+ articles, 3 magazine regular features, 8 books, two 10-book series, 3 booklets; contributing writer to 17 books
- Feature columns, *Family Time* magazine: "Holidays & Everyday," 2006-2007; "Rhythm of the Southland: Live Music and Dance," 2007-2009; "Happy Birthday, Dear Someone!" 2009-2010; "The Empty Nest," 2010