



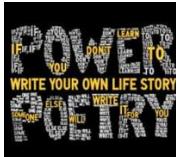
Marcia Clemmitt

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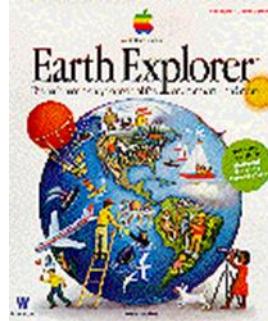
GREENHAVEN
PUBLISHING

MASTHEAD
MEDIA COMPANY



WOMEN'S
CONGRESSIONAL
POLICY INSTITUTE

TheScientist
EXPLORING LIFE, INSPIRING INNOVATION



COPYWRITER, CONTENT WRITER

Business and Professional Women/USA (BPW/USA) — 2 years. As editor-in-chief at this national association, I created ads and promotions for conferences and information products; public-service announcements; daily conference newsletters; and speeches.

United States Catholic Conference (USCC) — 5 years. Wrote promotional booklets and flyers including books for parishes and schools to use for Church celebrations such as National Migration Week.

Macmillan Publishers — Ghostwrote a promotional foreword for the Macmillan Spectrum business book, *The Eleven Commandments of Wildly Successful Women*, under the name of BPW/USA executive director Audrey Tayse Haynes.

Other clients: Fit Father Project; PhRMA, Healthcare.com, Craig Donovan, chiropractor; Masthead Media; Power Poetry; Women's Congressional Policy, Inc.

What clients say:

"I faxed your foreword to my editors. My 'fairy god-editor' called and said, 'Holy Sh**, this is terrific. It says it all!' And she never uses language like that. Thank you for taking the time, thought, and effort -- and thorough understanding of the message -- to create this foreword. You're awesome."

--Pam Gilberd, author, *The Eleven Commandments of Highly Successful Women*

"There are a lot of writers out there who can produce good-sounding, conversational copy that you think might convert. But unless it's actually matched to the deep psychology and needs of your avatar – which requires doing real research into the market and the avatar – then the copy's not going to convert very well."

"One of the things that makes Marcia a cut above the rest is how professional she is in doing that deep background research. The research she did for us is a valuable asset we'll have in the company for years to

come. And once we saw the video sales letter script she wrote, we were blown away at how good it was. It incorporated a great story, had great flow. We're excited to run it. If you're looking for someone who's going to produce high-value work for you, Marcia's a great person to have a conversation with."

--Dr. Anthony Balduzzi, founder, Fit Father Project; Fit Mother Project

ARTICLE WRITER AND EDITOR

CQ [Congressional Quarterly] Researcher — 9 years on staff, 4 years freelance. I reported and wrote 13,000-word, fully footnoted backgrounders on issues of public importance.

The *Researcher*'s a weekly publication stocked by libraries to be a resource on newsworthy topics for general readers, such as university and high-school students. I specialized in health, health care, science, education, economics and the Internet. But I wrote *Researchers* on topics ranging from U.S.-Pakistan relations to extreme sports.

SAGE Business Researcher — 1 year freelance. I reported and wrote 13,000-word backgrounders on business topics such as big data and crisis management.

Medicine & Health (M&H) — 8½ years. I reported on and (as editor-in-chief) directed coverage of health-care policy for this daily and weekly trade newsletter read by health-business leaders, lobbyists, academics, federal and state health officials (including White House staff), and members of Congress. As *Perspectives* editor, I wrote, assigned and edited weekly long-form analysis and feature stories

National Business Woman, BPW/USA — 2 years. As editor-in-chief, I planned, assigned, wrote, edited and produced this quarterly consumer and lifestyle magazine for working women. Also designed (including graphics), wrote and produced daily newsletters for the two national conferences BPW held each year.

The Scientist — 2 years on staff, 3 years freelance. I initiated, reported and wrote profiles, news and feature stories for this biweekly newspaper that covered science business, policy and careers.

Women's Congressional Policy Inc. — 1½ years on contract. I wrote and edited a weekly newsletter, various articles and ebooks for this nonpartisan organization that brings woman policymakers together to work on women's and family issues such as health and education.

Apple and Enteractive Inc. — 2 years on contract. I edited, rewrote and wrote scores of articles for *Earth Explorer*, a multimedia environmental encyclopedia aimed at middle-school-age students.

Other publishers and publications: *Science Weekly*, *Nature*, *Healthcare.com*. *Healthcare Legislation & Regulation*, *Seventeen*, *Cricket*, *Faith 'n' Stuff*, *The Friend*, *Child Life*, *Children's Digest*.

Results:

Content with the most unique page views, 2010, CQ Press Library website — CQ Researcher on "Teen Pregnancy" by Marcia Clemmitt

Apple, Enteractive Inc. — *Earth Explorer* — I joined the staff after this complex multimedia project had fallen far behind schedule. Developed by Apple and Enteractive in concert with the American Association for the Advancement of Science (AAAS) and the National Science Foundation (NSF), every piece of content required signoff by a panel of four scientists and a learning expert. My edited and rewritten (often from scratch) pieces were approved at 5x the previous average rate.

What editors, clients and subject-matter experts say:

"In my 20 years of covering health policy on a daily basis in Washington, I've met no one who matches Marcia's combination of clear writing and passion for deeply researching a topic."

--John Reichard, founder, *CQ Healthbeat*; Executive Editor, *Medicine & Health*

"Marcia, everyone is simply on Cloud 9 about your memory piece! Would it be okay for us to send a copy to the members of the Congressional Bipartisan Task Force on Alzheimer's Disease? We think this is just the sort of comprehensive information they all should have."

--Toni Williams, senior associate director of public relations, Alzheimer's Association; Vice President, public health, Burness

"Sloppy, ideologically biased reporting on the long-term care issue is endemic in the media. A welcome exception follows: CONGRESSIONAL QUARTERLY NAILS THE LTC ISSUE. We're very pleased to point you today to an excellent, 23-page report titled "Caring for the Elderly." It was written by Marcia Clemmitt. By all means, get a copy of this excellent article."

--Stephen A. Moses , President, Center for Long-Term Care Reform, Seattle, Washington

"We are really impressed by the 24-page special issue *Preventing Memory Loss* by Marcia Clemmitt. The publication is worth the price for anyone active professionally in the healthcare sector, or interested in learning about latest research and policy trends, from academics to students."

--Alvaro Fernandez , CEO and founder, SharpBrains.com

"I just wanted to let you know that I think this is the finest piece of work by a journalist on this topic that I have ever seen. I don't think this was an easy topic to gain a rounded view of - but you have done it."

--Clive Wynne, Professor, psychology, Arizona State University

"I had always hoped that there was a *Congressional Quarterly Researcher* on hackers and hacking. Well now there is one and I have to say, they have done a fantastic job.

"The author, Marcia Clemmitt, covered open source, transgressive hacking, Anonymous, and cybersecurity among many other issues. Out of all the recent publicly oriented publications on hackers and hacking, this is the one that is the most in-depth but accessible."

--Gabriella Coleman, McGill University Wolfe Chair in Scientific and Technological Literacy; author, *Coding Freedom: The Ethics and Aesthetics of Hacking*

BLOGGER, SEO WRITER

Medicine & Health — I created and developed the *M&H Blog* and wrote for it daily for 3 years.

CQ Researcher — Contributor to the *Researcher* blog for 6 years.

Power Poetry — Wrote SEO-optimized blog posts for this mobile/online teen poetry community

Results:

My post on writing narrative poetry has been #1 in Google's search rankings for 6 years and is the Google snippet for this topic.

HOSTWRITER

"Healthcare Prognosis Uncertain" and "Washington Climate Changing?"— chapters on the politics of healthcare and the environment. In *Obama's Agenda*, Kenneth Jost, CQ Press

"Foreword" for BPW/USA executive director Audrey Tayse Haynes, in *The Eleven Commandments of Highly Successful Women*, Pamela Gilberd, Macmillan Spectrum.

CONTENT DEVELOPER FOR BUSINESS, GOVERNMENT AND ACADEMIC LEADERS

CQ Researcher and **SAGE Business Researcher** — 13 years. I commissioned over 150 op-eds. I conceptualized topics, sought out expert writers and worked with them to develop, edit and perfect the pieces for the *Researchers'* format, audience and editorial style.

TV, RADIO, CONFERENCE SPEAKER ON EDUCATION, HEALTHCARE

Many live-speaking and media appearances on news topics related to healthcare, education and social and economic policy

National conference speaker –

National Education Association
American College of Cardiology

Radio interviewee and call-in show guest –

The Jim Bohannon Show (nationally syndicated, Westwood One)
Here & Now (nationally syndicated by National Public Radio (NPR) and WBUR, Boston)
Radio Times (nationally syndicated, NPR and WHYY, Philadelphia)

TV interviewee and call-in show guest:

C-Span
News Channel 8 (ABC affiliate, Washington, DC)

PROJECT MANAGER, EDITORIAL MANAGER

BPW/USA — Besides managing both the editorial and circulation sides of *National Business Woman (NBW)*, I superintended a complete editorial and visual redesign of the glossy magazine for businesswomen and entrepreneurs, alongside two graphic designers.

Other projects: Editor-in-chief of weekly B2B newsletter *Medicine & Health* for 4 years; producer of musical comedy *The Odyssey* in a multi-month professional run; co-manager of Georgetown University Writing Center

Results:

The aim of NBW's redesign was to increase reader interest and engagement in this membership-association magazine. The year following saw a 7x increase in emails and letters to the editor.

SCRIPTWRITER AND PLAYWRIGHT

Fit Father Project – conceptualized and wrote full-length Video Sales Letter for men's fitness and nutrition program

Stories to Grow By – wrote a version of *Beauty and the Beast* for this website that features folktales and folktale-based plays for kids to perform.

Children's Story Scripts – *How to Hide an Elephant*. Children's book about animal camouflage written in the form of a reader's theater script.

USCC -- Migration and Refugee Services and Holy Childhood Association – wrote explainer scripts, reader's theater and choose-your-own-adventure plays for use in classrooms and parishes.

'Tis Ivan on a Visit (musical play, with Buzz Mauro) – Winner, David Lloyd Kreeger Creativity Award for Playwriting, Catholic University of America.

The Odyssey (musical play, with Buzz Mauro) – Winner, Best Original Play, Best Production, Northern Virginia Theater Alliance Festival. *The Odyssey* has had multiple professional and amateur productions.

MULTIMEDIA CREATOR

Apple, Enteractive Inc. – *Earth Explorer* – created, edited and sourced articles, graphics, photos and interactives for this multimedia environmental encyclopedia

CQ Researcher -- 13 years. Conceptualized graphics, and infographics for this weekly magazine on topics ranging from healthcare costs and humanities education to Internet regulation.

BOOK AUTHOR

Women's Congressional Policy Inc. — *The Record: Gains and Losses for Women and Families in the 104th Congress*

Capstone Press (Science Project Series) — *Mathematics* (with Dava Walker)

Capstone Press (Science Project Series) — *Animal Behavior* (with Dava Walker)

Children's Story Scripts — *How to Hide an Elephant*

BOOK-CHAPTER WRITER

Greenhaven Press — “America’s Aging Infrastructure: An Overview,” in *How Safe Is America’s Infrastructure?*, Louise I. Geddes, editor

Greenhaven Press — “Controversies over Women’s Access to Birth Control,” in *Women’s Health*, Christina Fisanik, editor

Fountainhead Press — “Ethnic Humor’s No Joke for Amateurs,” in *Funny*, Catherine Cuccinella, editor

CQ Press — “Healthcare Prognosis Uncertain” and “Washington Climate Changing?” in *Obama’s Agenda*

Macmillan Publishing — “Foreword,” *The Eleven Commandments of Highly Successful Women*

REPORT AND EBOOK WRITER

USCC — annual reports, special reports

Other clients: USCC Migration and Refugee Services, Women’s Congressional Policy, Inc.

INSTRUCTIONAL WRITER

USCC — Holy Childhood Association, Migration and Refugee Services — wrote classroom newsletters (in multiple editions for K-8) along with activities, puzzles, games, plays, short stories, teachers' guides and subject-matter backgrounders for both students and teachers.

Science Weekly — wrote classroom newsletters (in multiple editions for grades K-6), along with writing, math and art activities; puzzles; experiments; and teachers' guides.

Other publishers and projects: *Earth Explorer* (Apple, Enteractive Inc.); *Stories to Grow By*, Power Poetry, Capstone Press; Children's Story Scripts

TEACHER, ADMINISTRATOR

The Field School (Washington, DC) — taught high-school literature and writing, physics and math (pre-algebra through calculus); worked with teenagers with a variety of learning differences including dyslexia; English Department Chair; Head of Faculty for instruction and faculty development.

Georgetown University — taught composition to freshmen and returning adult students, a required introductory poetry and drama course, and a training class for undergraduate writing tutors. Co-managed GU Writing Center.

Results:

As a teacher, I was a great salesperson.

Within my first 3 years of teaching physics, enrollment rose from an average 10 to 15 percent of senior class to over 50 percent...plus 10 to 15 percent of the junior class. *Female* physics enrollees went from zero to around half the class.

Junior enrollment kept rising until in my 5th year teaching the course we began offering a Physics 2 class because so many seniors had already taken physics and wanted more.

What a former student says (seriously!):

"When I visited the school and was in Marcia Clemmitt's class, she had a writing assignment so electrifying I could barely contain my giddy excitement."

--Craig Wedren, vocalist/guitarist for post-hardcore band Shudder to Think, singer-songwriter; film composer,

EDUCATION

St. John's College, Annapolis, Maryland – B.A., liberal arts and sciences, Honors Junior Essay, Honors Senior Thesis

Georgetown University – M.A., English. Full scholarship. Thesis and subject-matter focus: methods for helping high-school teachers improve writing instruction. Co-manager of GU Writing Center

WRITING CERTIFICATIONS

White papers – Gordon Graham



Case studies – Casey Hibbard

