

September 2015

Tamela "Sheree" Martin

FREELANCE PUBLICATIONS & STRATEGIC COMMUNICATIONS PROJECTS

Advertising, Public Relations & Corporate Communications

Freelance copywriter for Scout Branding, Inc. Project: February - March 2014. ~3600 words for law firm website redesign. Scout Branding won a Silver Addy award in 2015 for the White Arnold & Dowd website redesign in the digital advertising category. Although I'm not listed in the credits as the copywriter, I can provide verification that I was a major contributor to this work.

Freelance Ghostwriting Assignments for Luckie & Co. in Birmingham, Alabama (Summer 2011, Christmas Break 2011-12, and frequently during 2012 through August 2013, May 2014). Confidentiality Agreement prohibits disclosure of the client identity but I can provide a reference contact with the agency for confirmation.

Freelance Assignments for TOTALCOM, Inc., a Tuscaloosa, Alabama, ad agency:

Project: Corporate Brochure, 16 pages, full color
Client: Mercedes-Benz U.S. International, Inc.
My responsibility: Write all copy, including call-outs and headings
Date: Fall 1999

Project: Political Ad Campaign, Television & Print Ads
Client: Chuck Malone, successful candidate for Tuscaloosa County Circuit Judge
My Responsibility: Write copy for print ads; write dialogue, as well as visual and audio direction for television ads.
Date: Fall 2000

Project: Video Script
Client: Bama Dining Service (an Aramark company)
My responsibility: Write all dialogue, as well as visual and audio direction; generally responsible for conceptualizing video theme, although my ideas were refined in meetings with the client. The video was intended for use as a marketing tool during new student orientation.
Date: 1999 (early spring)

Project: Video Script
Client: DCH Regional Medical Centers Cancer Treatment Center
My responsibility: Write all dialogue, as well as visual and audio direction, for a patient educational video re: treatment at the cancer center.
Date: Fall 1998

Project: Brochure for Non Profit Organization
Client: DCH Healthcare Foundation
My responsibility: Write copy for 4"x9" fundraising brochure
Date: Summer 2000

Project: Industrial Recruitment Booklet
Client: Tuscaloosa County Industrial Development Authority
My responsibility: Write all copy for industrial recruitment booklet
Date: December 1999 – January 2000

Project: Direct Mail Campaign
Client: PACE Learning Center
My responsibility: Write all copy for direct mail material for use in marketing adult education and training services to adult learning providers; also provided initial conceptualization of campaign theme and participated in refinement of ideas based on client meetings.
Date: Spring 2000

Project: Promotional Literature for Several Divisions of DCH Regional Medical Center

Client: DCH Regional Medical Center: Rehab Services Pavilion, Family Fitness Center, Therapy Services

My responsibility: Write copy for consumer brochures and literature for each service area; also participated in development of general conceptualization of theme and design.

Date: Spring & Summer 1999

Project: Six Panel Marketing Brochure For Long-Term Care Hospital

Client: The Lloyd Noland Foundation

My responsibility: Write copy for brochure to be distributed to physicians and other health-care providers, case managers, etc. for use in marketing long-term care hospital facility

Date: Fall 1998

Project: Professional Services Marketing Materials for Law Firm

Client: Phelps, Jenkins, Gibson & Fowler, Tuscaloosa, Alabama

My responsibility: Write copy for firm brochure describing professional services; conceptualize "image ad" theme based on client goals and write copy for an ongoing series of ads publicizing the firm's various practice areas (litigation, taxation, business planning, etc.) for use in Chamber of Commerce and similar business publications.

Date: Several assignments, most recently April 2001

Project: Professional Services Advertising for CPA/Management Consulting Firm

Client: DeWitt & Dyer, LLC

My responsibility: Write copy for "image ad" for use in Chamber of Commerce and similar business publications.

Date: Several assignments during 2000

Freelance Assignments for Premier Communication, a Tuscaloosa, Alabama, public relations firm

Project: Annual Report for Non-Profit Foundation

Client: Shelton State Community College Foundation

My responsibility: Write all copy for 18-page annual report describing all aspects of the community college academic and adult continuing education programs, industrial training initiatives, and the support for these activities provided by the Foundation.

Date: September – November 2001

Freelance Writing: Industrial Trade Magazines

For several years, I had an ongoing relationship with several manufacturing trade magazines published by Vulcan Publications, Inc., Birmingham, Alabama. From May 2000 through June 2001 I was a primary contributing writer, with 2-3 assigned articles each month. Occasionally, (usually when I had more than 2 articles in a single issue) one or more of my articles would be published under the pseudonym Kate Alsbrooks. By the late spring of 2001, the recession in manufacturing had caused a tremendous cutback in advertising, which in turn led to the decision by Vulcan Publications to move all editorial writing in-house and cancel any pending freelance writing assignments. A few months later, Vulcan Publications was purchased by another trade magazine publishing company and rather than pursuing possible opportunities with the new publishers, I decided to focus on my preliminary exams and dissertation. Following is a list of most of the articles I had published in the Vulcan trade magazines.

Metalworking Equipment News

May 2001: "The Real Costs and Solutions For Environmental Machining"

May 2001: "10 Tips On Making Your Machining Greener"

April 2001: "EDM: No Longer An Outsider In Machining"

April 2001: "Competitive Machining Through EDM"

April 2001: "Straight Talk From The Shop Floor" (sidebar interview)

March 2001: "Standards for Exchanging Machine-Tool Data: Closer Than You May Think"

March 2001: "Should You Consider Waterjet Machining?"

January 2001: "Machining Hard Materials Made Easy"

January 2001: "Hard Turning"

December 2000: "Collaboration & Information Technology: A Symbiotic Relationship"

December 2000: "Coopetition: A Solution To The Skilled Labor Shortage?"

November 2000: "Conducting Safety Inspections"

November 2000: "Designing Safety"

September 2000: "The Evolution of Manufacturing"
September 2000: "IMTS 2000: The Productivity Show" (uncredited overview of IMTS)
September 2000: "Chicago Survival Guide: Helpful Hints and Things to See"
September 2000: "The Dawn of a New Era in Robotics" (a sidebar, brief recollection of the history of robotics, ghostwritten for Donald A. Vincent, executive vice president, Robotic Industries Association)
September 2000: "Advances in Geometry" (a sidebar, brief recollection of CAD/CAM, ghostwritten for Bob Sammut, CAM products marketing manager, Unigraphics Solutions, Inc.)
September 2000: "The Impact of CNC" (a sidebar, brief recollection of CNC technology, ghostwritten for Fritz Wittwer, vice president of engineering, EROWA Technology)
September 2000: Edited and/or condensed approximately 50 new product press releases for "hot products" section in conjunction with the IMTS special issue.
March 2000: "Who's Who and What's What at Westec" (edited/condensed product news releases for tradeshow preview)
June 1999: "The Dollars and Sense of Operating Budgets"
May 1999: "Participative Management: A Kinder, Gentler Business Approach"

Fabricating Equipment News

November 2001: "Emerging Technologies for Rapid Prototyping"
July 2001: "Roll Control"
June 2001: "Six Sigma: Quality's New King?"
May 2001: "When 'Near' Isn't Close Enough: Fabricating Metal Tools and Parts From Powdered Metal"
May 2001: "DMD And Other Rapid Prototyping: An Outside Opinion"
March 2001: "Integrate to Communicate and Maximize the Value of Information"
March 2001: "Communication on the Factory Floor: What Today's B2B Technology Has To Offer"
February 2001: "Stamping: Checking In At Ground Zero"
February 2001: "Advancing Stamping"
February 2001: "Deep Drawing: The Basics"
January 2001: "Beam Profits Up: Cutting With Lasers"
January 2001: "So Long Hard Tooling, Hello Laser Blanking" (co-written with Tim Heston, associate editor)
December 2000: "A Primer on Coil-Handling Systems"
November 2000: "Innovations In Roll Forming"
November 2000: "Roll Forming: Design For Economical Manufacturing"
November 2000: "Gap-Frame Press: Good Choice for Progressive or Transfer Stamping"
October 2000: "Advanced Ceramics: A Critical Technology"
October 2000: "Die Maintenance: An Ounce of Prevention"
October 2000: "Job-Specific Online Training"
October 2000: "Machinery & Equipment Appraisals"
September 2000: "Increase Your Press Uptime: Pressroom Systems Integration and Quick Die Change"
September 2000: "Value-Added Press Features"
February 2000: "What's in Store at METALFORM 2000"
June 1999: "Statistical Process Control"
June 1999: "Participative Management: Freedom and Authority to Succeed"

Electrical Contracting & Equipment News

May 2000: "Lightfair International"
May 2000: "Take A Bite of the Big Apple!"
May 2000: "Lightfair International 2000 Company and Product Guide" (edited/condensed product news releases for tradeshow preview)
March 2000: "Reducing Risk to People and Property"
March 2000: "PureSafety.com Enables Effective and Efficient Employee Training"
December 1999: "Help Wanted: Opportunities Abound For Women In The Technical World"
November 1999: "Meeting Industry Demand For EC's With A National Presence"
October 1999: "The NECA Show 1999" (trade show overview and edited news releases issued by featured companies)
September 1999: "Learning From Failure: Imitation Is Not Always The Route To Success"
September 1999: "Lighting Control Systems: Industry Trends"
August 1999: "Avoiding Liability: Legal Ease—Is It An Oxymoron?"
July 1999: "Effective Management"
May 1999: "Electrical Distribution: Industry News & Equipment"

U.S. Sites & Development

December 1999: "The Clock is Ticking...Eleventh-hour Y2K Readiness Status"

September 1999: "To Market, To Market"
August 1999: "Is Your State Plugged In?"
June 1999: "The Bottom Line Of On-Line Commerce"

U.S. Sites & Development Relocation Journal

Summer 1999: "Make The World A Better Place...And Improve Your Bottom Line"
Spring 1999: "Drums Along the Modem: Challenges and Opportunities in the Rapidly Changing World of Telecommunications"

Other Freelance Writing Credits

Alabama Alumni Magazine

"Investing Wisely: UA Graduates Lend Their Expertise to Investment Firm," August-September 1998
"Bama Grad is Glamour Magazine's Marketer of the Year," April-May 1998
"Rockwood Limestone: University Foundations," June-July 1997

Miscellaneous

Several articles for Planet Weekly (a Tuscaloosa, Alabama entertainment publication) 1998-1999

"The Foreigner," The Strip (a Tuscaloosa, Alabama entertainment publication): Interview with director and cast of play re: upcoming production, November 1998

Review of Theatre of Blood for horror film feature in The Tuscaloosa News, October 26, 1998

"Latest Best Seller Books Are Overrated," Op/Ed Column, The Crimson White, February 25, 1998

"Reality, Politics, and a Woman Scorned," Op/Ed Column, The Crimson White, February 18, 1998

"Martha Washington, Emma Peel, & Ideas," Op/Ed Column, The Crimson White, January 22, 1998

Editor, CCD News & Notes, Delta Zeta Sorority, August 1997 -- July 1998

"London Calling," The Birmingham News, February 11, 1996

1995: Screenplay: Esther (never produced or sold, but was submitted to agents and competitions)

1984: Numerous articles as a staff writer for the Franklin County Times, Russellville, Alabama.

1982-1984: Numerous articles as a staff writer for The Crimson-White, The University of Alabama newspaper.

Summer 1984: Staff Writer for the Franklin County Times, Russellville, Alabama. Main focus was writing local features.

Internet-Related Paid Freelance Work

In addition to the work for Scout Branding and the other Birmingham national advertising agency, I have performed the following freelance writing work in an online environment:

Online Page Editor: Cutting Tools Online & Retrofitting & Rebuilding Online (August 1999 – August 2000)

Beginning in August 1999, I served as the online editor for two of Vulcan Publications, Inc. web sites, Retrofitting & Rebuilding Online & Cutting Tools Online. My role between August and December 1999 was to select content from the print publications, edit this content for the web, and post the material to the site, using Vignette. Once the site launched, my responsibilities consisted of updating these two sites daily by adding new content and rotating featured content from the material I had archived. In September 2000, the responsibility for handling web content was moved in-house, and my responsibilities as a contract editor ended. I have not included web addresses because the company ownership and site has changed during the intervening time period but I will be happy to provide verification of my work upon request.