

NANCY L. CLAUS

Writer • Editor • Blogger • Media Strategist

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PROFILE

Strong writing, editing, and interpersonal skills; broad experience in print and digital media, public relations, and marketing communications.

EXPERIENCE

October 2014 to Present: Freelance

Freelance writing for Touchpoint Media, Bank of America/Merrill Lynch, Westchester Magazine, Bedford Magazine, among others.

2001 to October 2014: Westchester Magazine, Westchester County

As Features Editor, I was responsible for writing and assigning stories on topics ranging from health and fitness to travel and beauty. I was also the Executive Editor of Westchester Magazine Home, a quarterly publication that was a finalist twice in the City and Regional Magazine Association's annual competition, up against the likes of Boston Home, St. Louis, and MPLS. I also wrote daily posts for the company e-newsletter and website on wellness, travel, entertaining, home, and garden.

1987 to 2001: Giles Communications, Westchester County

I co-founded this marketing and public relations firm in the basement of my home and helped grow it into one of the largest PR firms in the region, serving clients such as Yamaha Corporation and Sony.

1985 to 1987: NYNEX Corporation, New York City

As a manager of marketing communications in the Information Resources division, I was responsible for all sales collateral materials for the New York and New England sales forces: writing the brochures, newsletters, and flyers, and managing the art agency (whom I recruited and hired) to create the pieces from design through production.

1983 to 1985: Burson Marsteller Public Relations, New York City

As an account executive, I wrote press materials and feature articles and managed press conferences and product introductions, primarily for General Electric Consumer Electronics and Major Appliances divisions.

EDUCATION

BA Journalism, Indiana University, Bloomington, IN

I worked on the award-winning college yearbook all four years and was co-editor my senior year, earning a superior rating by the Associated Collegiate Press.

VOLUNTEER WORK

I have been involved in the arts in Westchester County for the past 20 years and am active with our local library and its fund-raising activities. I volunteer once a week at the Ridgefield Operation for Animal rescue (ROAR) in Connecticut.