

BOB BEMBRIDGE

PROFESSIONAL SKILLS:

- Ability to write compelling marketing copy
- Expertise in writing accurate and engaging articles on diverse subjects; quick study
- Aptitude for research and interviewing
- Experience in professional news writing, feature writing, and copy editing

ENDORSEMENTS

“Macro 4 hired Bob Bembridge to transform a complicated technical specification into a clear and concise white paper for executive decision makers. Our responses from the field confirmed that the white paper was well-received by our target audience.” – George Lees, Product Marketing Director, Macro 4

"Bob completed a complicated editing job for us and put the project back on track. His editing suggestions greatly clarified the subject matter." – Kerry Jennings, Ocean County Soil Conservation District

WORK EXPERIENCE

Marketing and Public Relations Writer (freelance) 1991-present

- Using the trade name, Clear Concise Writer, wrote marketing and public relations materials for business and government clients; sample projects include:
 - software product description and technical white paper for Macro 4, Top 100 software firm
 - staff biographies and project descriptions for The Hillier Group, third largest architectural firm in US
 - press releases, features, brochures, and educational displays for Rutgers Cooperative Extension
 - Web site copy for Nutec, distributor of HP printing technology

Publicity Chairman and Newsletter Editor, Professional Service Group, New Brunswick, NJ 1992

- wrote news releases, public service announcements, and newsletter for program sponsored by New Jersey Department of Labor

Public Relations Manager, Pinelands Commission, New Lisbon, NJ 1981-1991

- managed public information and education program; obtained favorable news coverage for Pinelands protection effort
- wrote brochures, newsletters, press releases, and annual reports; wrote op-ed piece for *New York Times* on major public policy issue
- edited technical reports, research papers, and regulatory documents; clarified complex technical and regulatory matters for general public
- coproduced documentary film which was nominated for *Emmy* award in 1989 by National Academy of Television Arts and Sciences; helped script audio-visual programs for statewide and national audiences

Account Executive, International Public Relations, New York, NY 1980-1981

- serviced public relations accounts for American Invsco, NKK (Nippon Kokan), and Republic of Korea; wrote news releases, fact sheets, and synopses of national and international issues

Public Relations Consultant, Thomas L. Richmond Inc., New York, NY 1980

- wrote position paper, backgrounder, and news releases for New Jersey Conservation Foundation; placed favorable stories on preservation plan in newspapers and radio newscasts
- met with newspaper editors and radio news directors on behalf of New Jersey Conservation Foundation; obtained favorable editorials on state environmental plan

Press Secretary, Congressional campaign staff, Fords, NJ 1980

- wrote campaign literature, news releases, speeches, and pitch letters for New Jersey Congressional candidate; wrote *New York Times* opinion piece on hazardous waste management
- maintained contact with press; obtained favorable editorials about candidate in area newspapers and radio and television newscasts

Research Associate, Woodrow Wilson International Center for Scholars, Smithsonian Institution, Washington, D.C. 1977-1978

- collected data on network television coverage of the Vietnam War for book, lectures, and PBS series *Vietnam: A Television History*; edited manuscript on content analysis of television news; helped arrange Wilson Center symposiums on Korea

Reporter, *Paterson Evening News*, Paterson, NJ 1974-1975

- covered municipal government and school boards in three suburban towns; reported on local planning, financial, and educational issues; received editor's award for local features

Reporter, *Pacifica Tribune*, Pacifica, CA 1973-1974

- covered police beat; wrote about enrollment problems, vandalism, and academic programs in Pacifica schools; covered school board meetings

PUBLICATIONS

Articles published in *New York Times*, *Courier-News*, *Paterson Evening News*, *New Jersey Outdoors*, *National Wetlands Newsletter*, *Architecture New Jersey*, *The Sandpaper*, *Landscape Management*

EDUCATION

Master of Arts, International Communication, School of International Service, American University, Washington, D.C., 1979

Bachelor of Arts, English and Journalism, Livingston College, Rutgers University, 1973; Dean's List