

# JUDY ASMAN

Website Writer, Tech-Savvy Digital Maven  
Orange, California | 714-651-6170 | [judyasman.com](http://judyasman.com) | [@judythefoodie](https://twitter.com/judythefoodie)

**Website writer and tech-savvy digital maven** who helps clients connect with their audiences through clean, crisp copy, catchy headlines and words that sell. Proficient in a number of software applications, content management systems and social media platforms.

## SKILLS AND HIGHLIGHTS

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| <ul style="list-style-type: none"><li>▪ Familiar with numerous style guides such as Yahoo!, AP, Chicago and Elements of Style.</li><li>▪ Dedicated to meeting deadlines with accuracy and respect for the message.</li><li>▪ Familiar with HTML, content management systems and Facebook apps that enable users to add their own copy.</li><li>▪ Used social media to enhance customer satisfaction during an annual nurse conference.</li></ul> | <ul style="list-style-type: none"><li>▪ Results driven, energetic, resourceful and hands-on individual with a strong service orientation.</li><li>▪ Participated in award-winning efforts in editorial roles and as community service coordinator.</li><li>▪ Voted Most Creative in high school.</li></ul> |
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## RELEVANT EXPERIENCE

### **Website Writer, Social Media and SEO Specialist**

*Judy Asman Communication, Orange, CA (May 2005 - Present)*

Helping clients close communication gaps with customers using great web content writing and words that sell. \* Using key words that boost page rank on Google, Bing and Yahoo! \* Generated 75% of independent contractor business through transparent knowledge sharing on social media platforms. \* Founded The Astute Recorder (dot com), which covers food, leisure and preservation. Writing styles include in-depth, informational, opinion and first-person or conversational; oversaw a group of contributing writers and edits for grammar, relevance and style. \* Helped local and regional magazines build audience loyalty as a contributing lifestyle writer or leisure columnist.

### **AACN Bold Voices Managing Editor / Social Media Strategist / Communications Specialist**

*American Association of Critical-Care Nurses, Aliso Viejo, CA (January 2010 – December 2011)*

In this role, I served as AACN Bold Voices managing editor, eNews editor and social media strategist/community moderator. Wrote and edited for these two membership publications, portions of the organization's website, and the organization's Facebook and Twitter pages. \* Edited articles from freelancers for flow and relevance. Created writer's guide and mentored writers. \* Implemented social media strategies. \* Embodied the digital voice of the AACN brand. Communication with Facebook likers and Twitter followers lead to customer satisfaction, including shifting dissatisfaction to delight. \* Coedited the APEX award-winning publication NTI Voices at the 2010 National Teaching Institute & Critical Care Exposition.


### **Senior Communications Specialist**

*Southern California Edison, Rosemead, CA (August 2002 - May 2005)*

Managed printers, graphic designers and contributing writers to produce internal-communication tools such as brochures, videos and other collaterals. \* Worked with teams throughout the company to communicate

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new technology changes, regulatory issues and corporate safety rules. Audience numbers were between 4k – 15k employees. \* Strategized messaging and content that aligned with the corporate vision using a style that was easy-to-read, concise and engaging.

### **Communications Specialist**

*Ricoh Electronics, Inc. (October 2000 - April 2002)*

Designed and implemented volunteer community-services projects; led the organization to earn a Points of Light citation for excellent volunteerism and corporate responsibility; participated in community teams with members from other organizations throughout Orange County to produce volunteer events. \* Managed and edited four employee publications, which we circulated to 1,500 employees in one location plus subsidiaries throughout the world; reported on U.S. manufacturing operations of parent organization Ricoh Company Ltd., Japan, which included copiers and thermal paper. \* Wrote news releases and pitched the media to publicize the company's environmental and community relations efforts.

### EDUCATION

- Masters of Arts, Journalism and Public Affairs, American University, Washington, D.C.
- Bachelors of Arts, Mass Media Studies, University of San Francisco, San Francisco, Calif.