

LAURA BERNSTEIN
wordforword
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Professional writer and editor with five years experience editing and writing federal government proposals and other related documents and more than 25 years communications experience in the corporate and nonprofit sectors. Able to telecommute from home office or travel to site.

PROPOSAL EXPERIENCE

Editor / Writer

October 2006 — Present

- Provide substantive proposal editing to federal contractors and organizations whose clients include the intelligence community, Veterans Administration, Department of Health and Human Services, Department of Defense, and Social Security Administration, among others.
- Knowledge of and experience with government proposals including task orders, management plans, staff experience and résumés, corporate experience, past performance, technical plans, executive summaries, acronym lists, OMB clearance packages, footnotes, tables and figures, and references.
- Serve Tier 1 prime contractors including TASC, Unisys, and BAE Systems.
- Liaison with points of contacts/candidates for Task Order positions; determine candidate's qualifications to meet TO/SOW elements.
- Resume writer for proposals including rationales for selection, skills, and responsibilities.
- Edit in preparation for gold and red teams; incorporate review comments; rewrite multiple authors' input to maintain customer focus and speak with "one voice."
- Expertise with grammatical style guides including AP, *Chicago Manual of Style*, GPO, *New York Times Manual of Style and Usage*, and various contractor's guides.
- Highly proficient in use of MS Word and features such as track changes, style sheets, and other formatting; working knowledge of PowerPoint, Excel, and layout programs.
- Elicit material from subject matter experts.
- Familiarity with subject matters including IT, IC, health policy, programs serving the underserved, and financial markets.
- See project history below.

OTHER EXPERIENCE

Writer/Editor

wordforword, October 2006 – Present

- Substantive editing/rewriting of research papers, proposals, and studies for health policy research group, pharmaceutical journal, major government contractors, and other clients.
- Edited 300+-page book written by multiple authors about people with disabilities.
- Researched and wrote 5,000 word profile of Nestlé Waters for advocacy organization concerned about the world's resources.
- Research, write, and prepare presentations and reports for investor relations consultant and nonprofit association.
- Reporting and writing articles for trade publications.

Editor

National Investor Relations Institute, Vienna, Va., November 2000 – October 2006

- Generated editorial calendar and story ideas; reported and wrote articles. Developed and maintained a rich supply of contributing writers and copy for the publication, met deadlines, and stayed within budget.

- Redesigned 24-page monthly newsletter distributed to membership – investor relations professionals, the liaisons between companies' senior management and Wall Street – resulting in increased readership.
- Vastly improved look and content of newsletter, adding more in-depth articles and new features and enhancing the appearance and overall appeal by converting to 4-color to 2-color.
- Supervised production, including management of designers, freelance writers and editors. Also directed advertising for monthly publication.
- Developed content and strategy for association's national Web site. Heightened readership of an electronic weekly update for members by transforming it from a text-only information tool into a full-color HTML document incorporating promotional icons and advertising.
- Participated in long-term planning of communication needs for the association, including evaluating member services, conducting surveys and shaping publications.

Director, Public Relations & Investor Relations

Schlotsky's, Inc., Austin, Texas, 1991 – 2000

Investor Relations: Developed and implemented strategies for investor relations program for national chain with more than 700 restaurants.

- Developed investor relations program prior to company going public in 1995.
- Expanded contacts in the investing community, including analysts, portfolio managers, brokers and individual investors.
- Targeted and attracted potential analysts and investors for coverage of Schlotsky's, Inc. Developed strategy for roadshows to industry conferences and potential investors.
- Prepared corporate and financial press releases, and assisted with presentations.
- Helped manage and produce the annual report.
- Supervised staff on design and maintenance of database and investor relations Web pages.

Public Relations: Developed and implemented strategies to increase company's brand awareness to customers, potential customers, press, restaurant industry and board of directors.

- Developed and maintained contact with journalists at major newspapers, business journals and national magazines, trade publications, and broadcast outlets in key markets.
- Created and implemented media campaigns.
- Managed all press inquiries as national spokesperson for Schlotsky's, Inc.
- Managed monthly newsletter distributed throughout Schlotsky's franchise system.
- Executed all reporting, writing, design and electronic layout of publications. Supervised production.

Publisher and Founder

Words By Wire, Washington, D.C., 1983 – 1988

Founder and co-owner of national wire service providing major metropolitan U.S. and Canadian daily newspapers with news and feature stories by nationally known writers. Grew business from ground level to a successful venture, which was sold for a profit.

- Developed client base of more than 50 major metropolitan newspapers.
- Managed and executed all marketing activities, including writing and designing brochures and direct mail campaigns.
- Managed sales and client liaison with feature, op-ed and Sunday editors.
- Recruited and supervised freelance contributors.

EDUCATION

American University

Bachelor of Arts, English Literature

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Agency	Proposal Name	Role/Position	Date
US Marine Corps	Reserve Management System	Editor	March 2011
State of Connecticut, Department of Information Technology	Inmate Telephone Service	Editor	Feb. 2011
National Geospatial Intelligence Agency	N/A	Resume editor	Jan. 2011
Department of Veteran Affairs	Providing Custom-Made Hearing Aids	Editor	Jan. 2008
National Science Foundation	National Survey of Recent College Graduates	Editor	Feb. 2010
Department of Health & Human Services, Office on Disability	Comparative Effectiveness Research	Editor	March 2010
Department of Defense	Tri-Care Management Activity	Editor	April 2010
National Science Foundation	Scientists and Engineers Statistical Data System Survey	Editor	April 2010
US Department of Agriculture, Food & Nutrition Service	Microsimulation & Related Analyses	Editor	May 2008
Department of Health and Human Services	Study of the Status of Limited English Proficient Children Participating in Head Start and Early Head Start Programs	Editor	September 2008
Bill & Melinda Gates Foundation	Evaluation of Charter Management Organization Effectiveness	Editor	August 2008
Government of Gambia & World Bank	Impact Evaluation Survey for the Community-Driven Development Project	Editor	February 2008
US Department of Housing and Human Development	Housing for Youth Again Out of Foster Care	Editor	February 2011
US Department of Health & Human Services	Study of the Status of Limited English Proficient Children	Editor	August 2008

	Participating in Head Start and Early Head Start Programs		
US Department of Health & Human Services Agency for Healthcare Research and Quality	Federal Facilitation of the Primary Care Medical Home Model	Editor	July 2010
Department of Education	Evaluation of Investing In Innovation	Editor	July 2010
Millennium Challenge Corporation	Moldova Impact Evaluation	Editor	July 2010
Centers for Medicare & Medicaid Services	Physician Quality Reporting Initiative	Editor	April 2009
Centers for Medicare & Medicaid Services	Potential Savings to New York State from Greater Enrollment of Dual Eligibles in Integrated Care Plans	Editor	March 2009
District of Columbia Public Schools	Evaluation of Teacher Performance	Editor	May 2009