

Lorena Gay

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Detail-oriented writer and editor experienced with technical, marketing, and creative communications. Accomplished in project management with the ability to track multiple projects from initial conception, layout, and design to implementation and final publication, with a flawless record of meeting deadlines. Skilled in managing proposals and in writing and editing technical documents, strategic web copy, and diverse articles for magazine and newspaper publications.

EXPERIENCE

Oct 2007 - Jun 2009

Editor/Writer

Lockheed Martin Corporation
Orlando, FL

- Organized and coordinated communications in a fast-paced environment for multiple programs, each program having up to 12 domestic and international customers
- Conceptualized and implemented effective communications via product web pages, product fact sheets, trade show displays, multimedia press kits, flash reports, department SharePoint, corporate briefings, weekly reports, and business pitches
- Conducted extensive research and interviews to report, write, and edit external press releases as well as multiple articles for internal, external, and international publications
- Met with program directors weekly to ensure all communications needs were accomplished proactively

Lead Proposal Editor

- Met short turn-around deadlines as project coordinator and editor for business proposals
- Simultaneously edited sections of business and technical proposals for content, clarity, readability, grammar, style, and consistency
- Acted as a liaison between authors, graphic artists, and other editors to ensure deadlines were met with a quality product
- Organized storyboards and outlines to facilitate effective strategies from which authors developed their writing

Dec 2006 - Oct 2007

Marketing Writer

Grass Roots Airpark
Orlando, FL

- Designed and produced the company website that innovatively markets the available property while promoting the airport and community (www.grassrootsairpark.com)
- Created promotional materials that were widely distributed at national aviation events
- Generated immediate consumer interest and increased response by writing advertorials published in *General Aviation News*

SKILLS

Computer:

- Adobe InDesign
- Adobe Photoshop
- Microsoft Office Suite

Web Development:

- Dreamweaver
- HTML
- Content Management Systems
- File Transfer Programs

Other:

- Spanish: Reading, Writing, and Conversational
- Department of Defense-issued Secret level clearance

EDUCATION

Aug 2003 - Dec 2006

Bachelor of Arts

University of Florida
Gainesville, FL

- Double major in English and Spanish
- Graduated *summa cum laude* in English