

## Résumé

### OBJECTIVE:

To secure work as a writer, author, journalist, content creator online or offline, on staff, contributing, or freelance.

### PROFILE:

Author, journalist, writer

- Outstanding oral and written communication skills
- Excellent interviewer
- Synthesizer and de-jargonizer
- Compelling content creator
- Internet savvy
- Deep and broad curiosity
- Works well alone and with others

### EXPERIENCE:

**Author:** Books + Articles | photographer

- Interviewed experts, wrote, and photographed two books on sustainable building techniques
  - *Timber Reduced Energy Efficient Homes; The Tire House Book*
  - Helped transform local construction company into nationally recognized sustainable residential developer
- *September in Corrales*: Fiction, poetry, essays, and photographs
- Editorial for business, women's, and arts magazines, newspapers, and online publications

Representative Publishers | Publications: Greener World Media, Sunstone Press, *Ms magazine*, *Master Builder*, *autoguide.net*, Duval Publications, *Home Theater Magazine*, *New Mexico Business Journal*, *Su Casa*, *Country Life*, *Detroit Free Press*, *Santa Fe Literary Review*

**Writer, Blogger, and Content Developer:** Created (i.e. researched, interviewed, photographed, and wrote) and repurposed content for use in multiple formats.

- Interviewer and writer for knowledge management initiative to capture undocumented knowledge held by key individuals in utility company.
- Writer of support materials, blogs, web sites, and marketing collateral.
- Writer of blogs and interviewer for podcast.

Representative Clients: Greener World Media, *wilder.ca*, PG&E, and variety of blogs

**Speaker | Meeting Facilitator / Workshop Leader:** Speak and sit on expert panels for editing and independent publishing, conceive and conduct popular workshops: *Produce Your Own Book*, *I Hate Networking!*, as well as workshops on writing, photography, and being online.

Representative Partners: San Francisco Writers Conference, Writing for Change Conference, BAIPA, SBA, The One Stop, Haas School of Business, SBDC

### WORK HISTORY:

1986-present    AUTHOR + WRITER | BOOKS + AUTHOR SERVICES | CONSULTANT  
Cinnabar Bridge: Editorial (writing, blogging, content), book development, book design + production, marketing, book publishing consultant, speaker, publishing project + process management. San Francisco (1999-Present); New Mexico (1987-1998); New York City (1986-1988).

Representative Clients: Tilia, Case + Abst Architects, PG&E, artist-owned galleries, Tax Prophet Press, Wells Fargo, PG&E, Paschich Homes, and multiple individual authors.

Paula Hendricks  
Résumé

1969-1986 PROJECT MANAGEMENT | ACCOUNT MANAGEMENT | MEDIA MANAGEMENT  
New York City Advertising Agencies. Last position: Vice President, Management

Supervisor, Grey Advertising, NYC. Grey (1979-1986); Scali, McCabe, Sloves (1978-1979); Kelly, Nason / Univas (1977-1978); Compton (1969-1977).

Representative Clients: Procter & Gamble, Johnson & Johnson, General Foods

EDUCATION:

Smith College, AB

ORGANIZATIONS:

President, Bay Area Independent Publishers Association (BAIPA)  
Litquake Production Committee  
Women's National Book Association (WNBA)  
The Job Forum  
Grace Cathedral Labyrinth Guild

ONLINE:

Web site: <<http://www.paulahendricks.com>>

Cinnabar Bridge: <<http://www.cinnabarbridge.com/>>

Articles archive: <<http://cinnabarbridge.com/publications/articles/index.htm>>

LinkedIn <<http://www.linkedin.com/in/paulahendricks>>

Facebook <<http://www.facebook.com/people/Paula-Hendricks/579144385>>

Twitter (phSFca) <<http://twitter.com/phSFca>>

Redroom <<http://www.redroom.com/author/paula-hendricks>>

Cinnabar Bridge at WordPress <<http://cinnabarbridge.wordpress.com>>

Paula at WordPress <<http://paulahendricks.wordpress.com>>

Paula | Open Salon (phSFca) <<http://open.salon.com/blog/phsfca>>

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