

BETTY "LOU" GUCKIAN

Resume

AWARD-WINNING NATIONALLY PUBLISHED WRITER

Diverse Communication Expert

www.guckianwriter.com

OBJECTIVE: Nationally published, award-winning journalist and communication professional with marketing and small business-ownership expertise seeks a full-time position in a role equal to education, experience, and interests in a satisfying work environment that values the writing, publishing and communication profession and its necessity in organizations.

QUALIFICATIONS: Articulate writer, speaker and instructor. Award-winning published writer and business owner/operator. Communication consultant to private, public and nonprofit sectors. Content developer for communication projects for internal/external audiences. Experienced marketer, brand developer, and project coordinator. Highly skilled interviewer, and researcher, analyst, and translator of complex/controversial ideas/concepts into language suited to target audience(s) for optimal appeal/impact. Influential leader and contributor to integrated teams. Management consultant. Organizational-level documentation expert. Quick study. Strong process facilitator and problem-solver. Technical advisor.

PROFICIENCIES: Administration, advertising, advocacy, analysis, articles, Associated Press style, branding concepts, brochures, business management, communication consulting, copyright infringement/protection, editing/writing/rewriting, essays (persuasive), facilitation, fact sheets, grant donor research/writing, instruction, integrated project teams, interviews, life cycle acquisition documentation, manuals, marketing brochures, newsletters, policy/procedures, press releases, problem-solving, profiles (individuals/organizations), project management, public speaking, research, slogans/tag lines, social media, standardization, strategic communication planning, style guidelines, technical writing/editing, template development, training/training material development, transcriptions (audio/video-to-print), translational work, user manuals, website content development.

INDUSTRIES: Accounting, advertising, architecture, banking, business management consulting, commercial construction, commercial property marketing and management, education, elder care, energy, engineering, enterprise IT, environment, federal government, finance, healthcare, IT management, magazine publishing, manufacturing, marketing, newspaper publishing, nonprofit, print media, public relations, publishing, radio, real estate, relocation services, scientific research, trade journal publishing, website development.

EDUCATION:

2014	ITIL Foundation Certificate in IT Service Management
2009	Business Leaders Circle for Entrepreneurs, North San Antonio Chamber of Commerce
2008	Celluloid Dreams, Writing the Short Screenplay, Gemini Ink Literary Arts Center, San Antonio TX
2005	Master of Arts, Communication Arts-Honors, University of the Incarnate Word, GPA 4.0
1996	Creative writing workshops, Our Lady of the Lake University
1993	Bachelor of Applied Arts and Sciences-Cum Laude, Southwest Texas State University, GPA 3.6
1987	American College of Real Estate, San Antonio TX
1986	Creative Problem Solving-Targeted Innovation, Center for Creative Leadership, Greensboro NC

CAREER TRAIL:

10/2013-Present	Dept. of Defense/Defense Health Agency: Technical Editor
2/2012-10/2013	Dept. of Defense/U.S. Army Medical Command/USAMITC: Technical Editor
2007-Present	Writer/Communication Consultant dba FishHook: Technical/Creative/Nonprofit Projects
2006	KTSA Radio: Advertising Executive/Ad Scriptwriter/Ad Campaign Developer
2003-2005	Graduate Studies: Master's Thesis
1999-2004	CPS Energy: Senior Writer, Corporate Communications/Employee Communications
1997-Present	Features Writer, Guest Columnist: Hearst Newspapers and other mass media
1997-1998	Daddy's Country Style BBQ Sauce: Cofounder/Marketer/Co-owner
1993-1997	San Antonio Express-News: Ad Executive/Market Research Analyst/Presentation Coordinator
1993	Trinity University/PR Dept.: Undergraduate Intern, Research/Writer
1991-1993	Universal DataProducts Inc.: Marketing Account Manager/Technical Newsletter Editor
1991-1993	Undergraduate Studies
1988-1990	J. Robertson & Associates: General Manager/Marketing Manager/Relocation Director
1982-1988	Dept. of Defense/U.S. Air Force Electronic Security Command: Technical Information Center Manager-Supervisor/Innovation Specialist-Instructor/Technical Writer-Editor

AWARDS AND SPECIAL ACHIEVEMENTS

2014	Within Grade Increase, Salary Increase/Adjustment, Individual Cash Award, Defense Health Agency.
2013	Promotion, Defense Health Agency, San Antonio, Texas. Individual Cash Award, U.S. Army Medical Command/USAMITC.
2012	\$10,000 Recruitment Incentive, U.S. Army Medical Command/USAMITC.
2010	Nationally published, "Fast-tracking recovery," Counseling Today magazine, American Counseling Association, Alexandria VA.
2009	Nationally published, "Daddy suffered in silence – are you next," National Consumer Voice for Quality Long-Term Care, Washington D.C.
2009	SBA/SCORE Success Story, S.C.O.R.E. - Counselors to America's Small Business, Chapter 164.
2008	Home-Based Business Champion of the Year, 79-County South Texas District and 5-State Region, U.S. Small Business Administration.
2005	Honors Graduate, Master of Arts Degree, University of the Incarnate Word.
2004	Express-News guest column, "Through tough times of every sort, Daddy never gave up," received outpouring of readers' compliments.
2004	Gonzales Inquirer guest column, "Daughter fondly recollects father's finest legacy — himself," received outpouring of readers' compliments.
2004	CPS Energy Broadcaster feature, "Overcoming the Odds," won acclaim by United Way of San Antonio and Bexar County, which re-published the story on its website. Broadcaster feature, "Functional Faith," was recognized by CPS Energy executive Ken Kurburski: "This story puts 'people' into what is normally called 'employees,' 'staff' or 'workers'."
2003	Best of Texas Certificate of Merit for Internal Magazine, The Broadcaster-CPS Energy, Texas Public Relations Association.
2001	Bronze Quill Award of Merit for Printed Publications, The Broadcaster-CPS Energy, International Association of Business Communicators.
2001	Bronze Quill Award of Merit for Photography, The Broadcaster-CPS Energy, International Association of Business Communicators.
2001	Bronze Quill Award of Excellence for Writing, The Broadcaster-CPS Energy, International Association of Business Communicators.
1997-2011	Published 175+ articles in corporate publications, and local, regional, and national mass media including newspapers, journals, and websites.
1997	Express-News feature, "For a Song," published by Texas Associated Press. Express-News Publisher's Award for "Presentation of the Year."
1994-1996	Express-News, \$250 for award-winning suggestion. Express-News EN*CORPS Volunteer of the Year; Telephone Sales Award.
1993	Cum Laude Graduate, Bachelor of Applied Arts and Sciences Degree, Southwest Texas State University.
1988	Top Fund Raiser, Racquetball & Fitness Center's Charity Aero-Ba-Thon.
1987	U.S. Air Force Brigadier General Star Gram for Innovation.
1985	U.S. Air Force On-the-Job Training Supervisor of the Month. U.S. Air Force Suggestion Award.
1983	Scholarship Award, San Antonio College. President's Part-time Honors List, San Antonio College.
1982-1988	U.S. Dept. of Defense Top Secret Security Clearance. U.S. Air Force Letters of Commendation; Certificates for Outstanding Achievement.

AFFILIATIONS

American Academy of Medical Hypnoanalysts
 American Counseling Association
 Gemini Ink
 International Association of Business Communicators
 North San Antonio Chamber of Commerce
 San Antonio Nonprofit Council
 SCORE®
 Sober Indian Riders
 South Central Texas Regional Certification Agency
 South Texas Business Fund, San Antonio Economic Development Department
 South West Texas Women's Business Center
 The Center for Nonprofit Support
 The National Consumer Voice for Quality Long-Term Care - Washington D.C.
 The Peace Alliance - Campaign to Establish a Department of Peace
 UTSA Small Business Development Center

References and published works are available at www.guckianwriter.com and upon request.