

# BETTY LOU GUCKIAN

Resume/Brief  
COMMUNICATION PROFESSIONAL  
WRITER-EDITOR

**OBJECTIVE:** Nationally published, diverse communication professional with marketing, logistics, and other business skills seeks a senior position to help solve communication problems and streamline and synergize marketing or other communications.

**QUALIFICATIONS:** Prior federal service that included a top secret security clearance and diverse work experience as a writer/editor across marketing, advertising, technology, natural resources, publishing, logistics and project coordination in the private, public and nonprofit sectors has strengthened and broadened my technical, creative and analytical skills, and research, communication and problem-solving skills. I have proven ability to capture reading audiences; to lead as well as to contribute to diverse, cross-functional teams; and to conceive, synergize, produce and distribute appealing and accurate communications on time and on budget.

**INDUSTRIES:** Accounting, Advertising, Banking, Business Management Consulting, Commercial Construction, Education, Elder Care, Energy, Engineering, Environment, Federal Government, Financial, Healthcare, Information Technology, Legal, Manufacturing, Marketing, Newspaper, Nonprofit, Print Media, Public Relations, Publishing, Radio, Real Estate, Relocation Services, Scientific Research, Website Development

**EDUCATION:**

2005	Master of Arts, Communication Arts, University of the Incarnate Word
1993	Bachelor of Applied Arts and Sciences, Interdisciplinary Communication, Southwest Texas State University
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
1986	Creative writing workshops, Our Lady of the Lake University
1987	American College of Real Estate, San Antonio TX
1986	Creative Problem Solving-Targeted Innovation, Center for Creative Leadership, Greensboro NC

**CAREER TRAIL:**

2007- Present	Writer/Communication Consultant dba FishHook: Technical/Creative and Nonprofit Projects
2006	KTSA Radio: Advertising Executive/Commercial Scriptwriter/Ad Campaign Developer
2005	Graduate Studies: Master's Thesis
1999-2004	CPS Energy: Senior/Technical Writer, Corporate Communications
1997-Present	Features Writer, Guest Columnist Part-Time: Hearst Newspapers and other mass media
1997-1998	Daddy's Country Style BBQ Sauce: Cofounder/Marketer
1993-1997	<i>San Antonio Express-News</i> : Advertising Executive/Market Research Analyst/New Media Market Research Analyst and Sales Presentation Coordinator
1993	Trinity University/PR Dept.: Undergraduate Intern, Research/Writer
1991-1993	Universal DataProducts Inc.: Marketing Account Manager/Newsletter Technical Editor
1991	Undergraduate Studies
1988-1990	J. Robertson & Associates: General Manager/Sales Manager/Relocation Director
1982-1988	U.S. Department of Defense: Technical Information Center Manager/ Innovation Specialist-Instructor/Technical Writer-Editor

**CONTRACT WORK HISTORY****SELECT ACHIEVEMENTS**

As a nationally published writer, conducted face-to-face and remote interviews and coordinated accuracy of content (1) with licensed professional counselors across the U.S. and produced an article subsequently published in the American Counseling Association's *Counseling Today* Magazine; and (2) with healthcare and social services professionals and published authors and researchers across the U.S. and in other countries and produced an article subsequently published by The National Consumer Voice for Quality Long-Term Care, Washington D.C., on its website.

Since 1997 applied Associated Press style guidelines to organizational and locally and nationally published works and various other style guides to other types of documentation including graduate and doctoral theses.

For Steven Bankler, CPA, PFS, Cr.FA, CFF, a 30-year forensic CPA firm and Sole Investigative Tax Accountant for the U.S. Senate Whitewater Committee, coordinated the content development, photography, IT production and maintenance and search-engine optimization with subcontractors and the client to produce and launch the client's premier commercial website, and facilitated and attained copyright permissions and cited permission sources on the firm's website to republish quoted opinions appearing in various national media to avoid unintentional legal or ethical infractions.

For Clear Channel Communications, the world largest provider of outdoor advertising media, served as consulting writer/editor to develop publishing templates for new policy and procedure documents and to coordinate content development and production for these documents plus supplemental training and users' manuals among the VP of Outdoor Accounting, his frontline managers and their key staff, offshore software developers and internal IT staff.

For CCC Group, an industrial commercial construction contracting company, facilitated the compilation and consistency in style, format and accuracy of a decade's collection of randomly produced policies and procedures by multiple subject matter experts into one cohesive corporate document organized for intranet-user-friendliness; observed and analyzed employee orientation presentations and reported improvements for presentation style and handout media.

For P.E.T. Texas, a 501(c)(3) nonprofit, wrote and promoted a press release and coordinated media coverage with print and broadcast media that resulted in local 6 o'clock TV news and regional radio coverage, and wrote grants and targeted best grantors that resulted in the organization's first grant: \$20,000 in capital from one grantor for 2010-2011.

**EMPLOYMENT WORK HISTORY****SELECT ACHIEVEMENTS**

As a full-time graduate student, conducted extensive interviews and coordination for content accuracy and tone with a wide range of healthcare and social services professionals and internationally published authors and researchers to research and write a persuasive thesis, including a comparative analysis of the nation's top 10 national newspapers on the subject of ageism, the aging phenomenon, and lack of exposure and education about elder abuse and neglect. Completed graduate studies and thesis, "Elder Abuse: More is Expected Unless Society and Mass Media Intervene," while simultaneously overseeing healthcare of terminally ill older parent.

For CPS Energy, participated on a cross-functional managerial team; researched, conceived and presented a model, adopted by the nation's largest publicly owned combined natural gas and electric utility, to organize, staff and budget the company's first corporate communication department to oversee and operate all functions of internal and external communication. Remains in force today.

For CPS Energy, garnered three Bronze Quill awards from the International Association of Business Communicators for excellence in professional areas of writing, internal magazine publication and photography.

For CPS Energy, led select employee communication activities, often consulting with top executives on strategy, for the nation's largest publicly owned combined natural gas and electric utility. Conceived and presented model for creation of the company's first corporate communication department to oversee and carry out all functions of internal and external communication, which was adopted and is in force today.

As a freelance features writer and guest columnist, facilitated interviews, wrote articles and essays and coordinated content with subject matter experts for accuracy and tone for a major daily Hearst newspaper, local business and medical journals, and national media, adhering to Associated Press style guidelines.

As an undergraduate intern with Trinity University, during a summer internship and through coordination among the PR and printing departments, produced a procedural manual for the preparation, publication and distribution of a private university's faculty and student newsletter managed by rotating student editors assigned to the PR Dept. Independently performed the following tasks:

For the Dept. of Defense, U.S. Air Force, developed a logistics management plan for a worldwide Communication Security conference of the Dept. of Defense and coordinated the plan among key staff; and presented training modules on usage of technical information center to formulate security policy. Supervised the functions of the top-secret Technical Information Center of a Major Command of the U.S. Air Force formerly located at U.S. Electronic Security Command (ESC) at Kelly AFB, Texas. Independently and as a team member, performed the following tasks:

**REFERENCES:** Available with additional work samples at [www.guckianwriter.com](http://www.guckianwriter.com) or upon request.