

# MS. B. LOU GUCKIAN, M.A. - Professional Writer

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Articulate award-winning writer and creative communication professional seeks challenging research and writing assignments, including grant research and writing, which benefit people and organizations with a conscience.



B. Lou Guckian recently completed grant donor research for Personal Energy Transportation of Texas, Inc., a local 501(c)(3) nonprofit charity, reporting 17 best donor matches, and producing and providing 25 complete grant submission packages, including Cover Letters, Letters of Inquiry and Grant Submissions. Prior to becoming an independent writer, B. Lou Guckian worked for 25 years as a communications and marketing professional in a diverse range of industries and settings and launched a family-owned barbecue sauce business. B. Lou Guckian has published more than 175 articles in corporate magazines, major daily and weekly newspapers, business journals and business magazines.

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## Selected Published Achievements

- ★ Accepted for publication by the American Counseling Association (ACA) in *Counseling Today* magazine, which has a readership of 90,000 and 40,000 subscribing counseling professionals.
  - ★ Published in major Hearst newspapers including *San Antonio Express-News*, local business magazines including *NSIDE Medical Journal*, and *San Antonio Business Journal* and its national affiliates.
  - ★ Established expertise in the area of elder abuse and neglect with completion of a graduate thesis recognized by the *Journal of Elder Abuse and Neglect* as unique in the existing body of research.
  - ★ Garnered three Bronze Quill awards from the International Association of Business Communicators for excellence in professional areas of writing, internal magazine publication and photography.
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## Professional Experience

2007-Present	Independent Writer / Grant Researcher-Writer / Communication-Marketing Professional
2006	KTSA Radio: Advertising Executive / Commercial Scriptwriter / Ad Campaign Developer
2005	Graduate Studies / Healthcare Oversight for Elderly Father
1999-2004	CPS Energy: Senior Writer, Corporate Communications
1997-2006	Freelance Writer, Guest Columnist (Part-Time): Various Newspapers, Magazines, Journals
1997-1998	Daddy's Country Style BBQ Sauce: Co-founder / Marketer / Business Developer
1993-1997	<i>San Antonio Express-News</i> : Advertising Executive / Market Research Analyst / New Media Market Research Analyst / Sales Presentation Coordinator
1993	Trinity University/PR Dept.: Undergraduate Intern, Research / Writer
1991-1993	Universal DataProducts Inc.: Marketing Manager / Newsletter Editor / Event Coordinator
1988-1990	J. Robertson & Associates.: Marketing Manager / Business Development Manager
1982-1988	U.S. Electronic Security Command: Technical Center Manager / Writer-Editor

## Education

Master of Arts, Communication Arts  
UNIVERSITY OF THE INCARNATE WORD  
San Antonio TX, 2005

Bachelor of Applied Arts and Sciences,  
Interdisciplinary Communication  
SOUTHWEST TEXAS STATE UNIVERSITY  
San Marcos TX, 1993