

MS. B. LOU GUCKIAN, M.A.

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STRATEGIC WRITER / PUBLISHED COMMUNICATION EXPERT

SBA Home-Based Business Champion of the Year 2008

Certified DBE HUE SBE WBE

Articulate award-winning writer and communication pro with proven project management skills seeks challenging strategic assignments with any size organization in any industry anywhere that benefit people and organizations.

Develop, organize, implement and oversee diverse range of projects in numerous industries

Advertising	Grant Donor Research	Scripts: Radio	Training Materials
Advocacy	Grant Writing	Commercials, Video	Transcriptions (audio / video)
Articles	Marketing Brochures	Magazines	Translational Work
Branding Concepts	Newsletters	Slogans / Tag Lines	(synthesizing multiple sources)
Business Writing	Press Releases	"State of the (Business)" Address	Website Content
Company Profiles	Proposals	/ Speeches	
Essays: Persuasive	Sales Presentations	Technical Writing	
Ghostwriting			

Selected Achievement Highlights

- ★ Established a freelance writing and communication consulting business, which in its first year of operation earned local and regional awards by the U.S. Small Business Administration.
 - ★ Established a family-owned barbecue sauce business, taking two food products from the kitchen stove to branding concept and prominent positioning in the retail marketplace in three months' time.
 - ★ 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.
 - ★ Garnered three Bronze Quill awards from the International Association of Business Communicators for excellence in professional areas of writing, internal magazine publication and photography.
 - ★ Earned front-page positioning of near-100% of published human-interest articles and guest columns with a major daily newspaper and attained consideration by national media of other writing projects.
 - ★ Established expertise in the area of elder abuse and neglect upon completing a comprehensively researched graduate thesis recognized by the Journal of Elder Abuse and Neglect as anomalous in the existing body of published research on this topic of global social importance.
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Continued

Professional Experience

WRITER/CONSULTANT DBA FISHHOOK, San Antonio TX 2007-Present

Established a freelance writing and consulting business to provide professional writing and communication support to a diverse range of clients and industries to improve operations and/or increase market share.

- ★ Backed by 25 years' experience and an enthusiastic attitude, secured operating capital based on solid market research, a well-written business plan and a short but proven track record as a business owner.
- ★ Upon implementation of the plan, achieved a 70% increase in revenue in second year over first year, and in first quarter of third year, achieved 50% of the previous year's revenue.

Provide expertise for various communication projects in wide-ranging industries

Accounting	Elder Care	Information	Publishing
Advertising	Energy	Technology	Real Estate
Automobile	Entertainment	Legal	Relocation Services
Aftermarket	Financial	Business Management	Retail
Banking	Government	Consulting	Tourism
Commercial	Healthcare	Manufacturing	Web Design
Construction	Home Aftermarket	Marketing	
Education		Nonprofit	

WRITER/CONSULTANT: CCC GROUP INC., San Antonio TX 2007-Present

Organized and improved multiple employee communication media for a longstanding industrial construction contracting company with offices in the U.S. and abroad, including a corporate policy and procedures manual, the corporate intranet, the corporate employee newsletter, estimating project procedures, and employee orientations. Interviewed the company's retired founders and others to capture and document the organization's history and evolving culture, and converted videotaped speeches into transcriptions, for the corporate archives.

- ★ Consulting with vice presidents and directors about a series of employee-related initiatives, produced written publications and provided electronic and print editorial direction for projects that had been sitting on to-do lists for years.
- ★ Produced communications that improved efficiencies and productivity, thereby impacting the organization's profitability, and freed managers at the corporate office and in the field to more effectively attend to day-to-day operations.

WRITER/CONSULTANT: STEVEN BANKLER, CPA, PFS, Cr.FA, CFF, San Antonio TX 2007-Present

Conceived, developed and oversaw implementation of the "forensic" brand and premier professional website for a 30-year-old CPA firm and sole investigative tax accountant for the U.S. Senate Whitewater Committee.

- ★ Built an impressive and highly functional website from scratch, working with the client and his senior staff, and subcontracting and overseeing web design and photography partners.
- ★ Acquired copyright permission from national print and broadcast media to republish client's quoted opinions.
- ★ Developed and orchestrated a quarterly maintenance schedule to troubleshoot the functionality and guarantee ongoing integrity and currency of the website. See: www.bankler.com.

WRITER/CONSULTANT: EG&G/TAC WORLDWIDE, Austin TX, San Antonio TX April-May 2007

Wrote and tested an electronic technical user's manual for a federal client's proprietary software program designed to streamline logistics management for a major federal agency's warehousing and distribution system.

- ★ Developed and wrote a users' manual for a software program in real time, working alongside programmers as they re-wrote an existing software program to accommodate new demands by their client.
- ★ Simultaneously troubleshooted and reported programming errors, and suggested aesthetic and functional improvements to the online user's manual that served to enhance on-screen cosmetics and simplify end-users' navigational experience.

SENIOR WRITER, CORPORATE COMMUNICATIONS, CPS ENERGY, San Antonio TX 1999-2004

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 an organizational model, subsequently adopted by the CEO, for creation of the company's first corporate communication department to oversee and synergize all functions and products of internal and external communication.

- ★ Produced and oversaw production, including imagery and themes, of near-100% error-free, accurate and appealing printed and electronic publications, including the CEO's annual "State of the Utility Address," delivered to target audiences—4,000 employees, a board of directors, and local and regional government and other agency officials—consistently and on time.
- ★ Through commitment to candid discussions with employees, and field and corporate managers, and to assertive dialog with top management concerning appropriate rollout of information campaigns for controversial programs or changes, gained trust, support and loyalty for initiatives and the company. Volunteered to develop and publish the premier newsletter for a 2,000-member electrical workers union under contract at the energy company.
- ★ Transformed a randomly produced employee newsletter delivered on paper into a credible, regularly published, weekly news bulletin distributed in print to fieldworkers and electronically to office workers, cutting paper distribution and related costs in half.

CO-FOUNDER/MARKETER: DADDY'S COUNTRY STYLE BBQ SAUCE, San Antonio TX 1997-1998

Co-founded and marketed a food-manufacturing business, taking an unknown product from concept to market in three month's time, and beginning with 11 local grocery stores but growing to more than 200 statewide.

- ★ Established a quickly successful family-owned barbecue sauce business.
- ★ Secured immediate entry into H-E-B Food Stores, the state's largest and oldest grocery store chain, even before bottling the products.
- ★ Undertook and accomplished legal and practical funding, manufacturing and marketing components needed to launch and sustain a barbecue sauce business and get the products to market: capital, marketing plan, branding message, product name, slogan, label (artwork, UPC barcode, nutritional data), local manufacturer and bottler, promotional handouts and registration with the Texas Dept. of Agriculture's "Best of Texas" promotional program.
- ★ Merchandised products in stores and organized in-store demonstrations.

GENERAL/MARKETING MANAGER: J. ROBERTSON & ASSOCIATES, San Antonio TX 1988-1990

Marketed and managed underperforming hotel properties in niche markets (military and medical) in U.S. cities for a commercial real estate property management company, often achieving forecasts for room nights and room rates.

- ★ Promoted to introduce and implement corporate marketing plans to turn around underperforming hotel properties in Texas, Arkansas, Missouri and Virginia.
- ★ Recruited and trained staff. Organized and oversaw successful sales and direct-marketing campaigns including Grand Re-openings and other promotional events.
- ★ Secured annual contracts with corporate clients for target room nights at target room rates.

MANAGER/WRITER: U.S. AIR FORCE, San Antonio TX (U.S. and Abroad) 1982-1988

Directed the functions of a unique, top-secret Technical Information Center for a Major Command of the U.S. Air Force formerly located at U.S. Electronic Security Command (ESC) at Kelly AFB, Texas.

- ★ Promoted to a secure electronic engineering environment in support of the U.S. Air Force and Department of Defense to catalog equipment test data concerning compromising emanations, and correspond with security officers worldwide and with the National Security Agency concerning test results.
- ★ Hand-picked for certification as a Creative Problem-Solver and to serve a six-month rotational role as an Instructor with the premier Innovation Center at ESC. Accompanied high-ranking officers to military installations in the U.S. to conduct innovative-thinking seminars and workshops and prepare reports concerning results of problem-solving initiatives to the Major Command.
- ★ Recruited to write security instructional materials, and to participate on a project team to develop a logistics plan for, and present at, the annual national Communication Security conference.

Additional Prior Experience

Developmental and functional positions in advertising, marketing and communication. Achievements include improving and advancing internal and external communication projects in a variety of media and industries.

2006	KTSA Radio: Advertising Executive / Commercial Scriptwriter / Ad Campaign Developer
1997-2006	Features Writer, Guest Columnist Part-Time: Hearst Newspaper
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 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

Professional Training and Development

"Business Leaders Circle" for Entrepreneurs

NORTH SAN ANTONIO CHAMBER OF COMMERCE, San Antonio TX, 2009

"Celluloid Dreams", Writing the Short Screenplay

GEMINI INK LITERARY ARTS CENTER, San Antonio TX, 2008

"Creative Problem Solving - Targeted Innovation"

CENTER FOR CREATIVE LEADERSHIP, Greensboro NC, 1987

Additional Credentials

Visit www.guckianwriter.com to see other credentials including published work and client testimonials. Further details relating to expertise in project development and oversight are available upon request.