



Allena R. Tapia  
[www.GardenWallPublications.com](http://www.GardenWallPublications.com)  
Phone: 517-285-2081  
Skype: allena.tapia

GardenWall Publications  
[GWPublications@gmail.com](mailto:GWPublications@gmail.com)  
Fax: 517-338-0767

### Candidate Summary:

Award-winning writer, managing editor and experienced proofreader offers over 7 years of practice, along with a bachelor's degree in English, an editing and writing internship completed with a nationally distributed magazine, and a comprehensive list of satisfied clients.

### Marketing, Web and Copywriting:

#### CURRENT:

- New York Times' About.Com network, Channel Editor
- EBSCO Publishing/Library Services, international biographical database project
- HIMES/ Quizwinners.com, question/trivia generation
- Lansing Community College, Extension and Community Education, regular marketing, editorial and program development duties
- Kidzworld.com, web articles for target demographic and SEO purposes
- Create Yourself, web copy, media liaison, press releases

#### PAST:

- Jacket copy: "Undress for Success, The Naked Truth About Making Money at Home" by Kate Lister (Wiley)
- Lansing Community College, Center for Teaching Excellence, editorial and supervision duties
- Michigan State University, staff position with editorial, web writing & marketing responsibilities
- Michigan Department of Education, staff position with editing, press release, fact checking responsibilities
- Michigan Department of Agriculture, staff position with brochure copywriting responsibilities
- IDA Creative, sustained copywriting campaign for new product launches

### Magazines:

- Latino Leaders, nationally distributed by Farraez Publications. October 2008: "Interview With Monica Martinez", November 2008: "Interview with Robert Rodriguez" and "Latino Money Managers FAQ".
- Positively magazine, lifestyle publication with national distribution, Fall 2008: "Innovative Money- Saving Strategies" and "Sleep Happy: Why Sleep is the Next Big Thing".
- Adelante Forward, Michigan's premiere Latino publication, regular columnist 8,000 copy circulation
- Mama's News, Article: "School's Back- and So Are Those PTA Moms!"
- FAITH Magazine, Intern, 120,000 copy national circulation, editorial, 12 regular sidebars and one special feature

### Editorial and Proofreading Credits:

- "Lesson Plans That Wow", by Ed McCormick, published by Teaching Press, ISBN: 0975956469
- The Current Events, Copyeditor, children's weekly newspaper with a subscription base of 45,000
- Daydream Education, editing of classroom support materials
- Adelante Forward Magazine, Managing Editor of premier Latino-focused quarterly, report directly to the Publisher
- Scribendi, editorial services, freelancer pool
- M.E. Sharpe, editorial services, freelancer pool
- Coursecrafters, fact checking project
- The Geneva Times, Contributing Editor, English-language magazine aimed at ex-pats in Geneva
- Faith Publishing Service, Editorial Intern, an award-winning publisher of Catholic magazines and custom prints nationwide
- Int'l Journal of Environmental Health Research, assistant to the North American Editor, MI. State University staff position

### Teaching/ Writing Instruction/ Writing Review:

- Lansing Community College, Adjunct Faculty: "Intro to Freelance Writing" and "Intro to Blogging"

- New York Times' About.com network, Channel Editor, "Intro to Freelance Writing"
- Council on Aid to Education, rubric- based essay scoring
- Educational Testing Service, rubric- based essay scoring (NJASK, CAHSEE, TOEIC)
- Pearson Educational Management, rubric- based essay scoring
- ACT Work Keys Program, essay test creation

#### Essays:

- Who Owns Benny?, 2004 Honorable Mention in Michigan's NOCIRC contest
- I Believe in Strong Women, in consideration for NPR's For This I Believe series
- Follow My Lead in consideration for the anthology Professor, Can I Bring My Baby to Class?
- Benefit of the Study of English required capstone essay for baccalaureate degree

#### Reviewing/Critical Credits:

- The New York Times' About.com Freelance Writing column, regular reviews of writing books and resources
- The Webby Awards 2006, 2007 and 2008 International Academy of Digital Arts and Sciences, reviewer in categories: copywriting, corporate communication, family/parent, travel, youth
- Apex Reviews, literary reviews of works by small and independent presses
- Chic Mom magazine, book and wine review (January 2009)
- E4D5, book reviewer
- Delos Literary Magazine, Fiction Judge

#### Professional Blogging:

- About.Com Freelance Writing, landing page blog
- Working Mother Magazine blog
- ParentingDiva.com, a division of the ADM network
- The Moderate Vegetarian, at DietDetective.com
- Writers Unbound, from the 451 Press Network

#### Travel Writing:

- Mexico travel columnist, Hubpages.com
- The Top 10 Volunteer Travel Opportunities, Matador Travel
- Report on the non-profit group No More Deaths, Matador Travel (forthcoming)

#### Grant Writing and Non-profits:

- Michigan Association on Problem Gambling, Brochure copy and development
- Michigan Association on Problem Gambling, Intern, grant writing & research, some PR responsibilities
- Access to Michigan State University's Funding Center (a subscription-based grant seeking service)

#### Education & Training:

- Michigan State University, Bachelors Degree
- Major: English & Writing
- Minors: K-12 Education and Spanish
- Graduated Cum Laude 3.8/4.0 (transcripts available via PDF)
- Intermediate/advanced level Spanish
- In process: Master's in Professional Writing
- Five classes in grant seeking and writing via MSU's Evening/Alumni Foundation Center)
- Publisher, InDesign, some HTML, some Wiki

References Available at [www.gardenwallpublications.com/references](http://www.gardenwallpublications.com/references)