



Allena R. Tapia  
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### **At a Glance**

Allena provides service through her boutique communications organization, GardenWall Publications, with over a decade of expertise focused on the power of writing, editing and translation. Its mission is to accomplish positive and just social change primarily through serving, supporting and collaborating with educational/academic organizations, nonprofits, policy makers, organized communities and intercultural teams.

### **Key Characteristics**

Planner and goal setter with marked desire to contribute professionally  
Service-minded and client-centric  
Self-starter, motivated to produce  
Driven learner, highly curious  
Calm demeanor with ability to prioritize and manage multiple, competing demands  
Adaptable and easy to work with  
Quality-oriented with attention to detail  
Proven critical thinking, analysis and conceptual abilities

### **Key Abilities**

Demonstrated strength in print and digital communications  
Exceptional expertise in grammar, syntax and editing  
Efficient production of publish-ready copy (grammar/structure/editorial)  
Strong and engaging tone in both writing and editing practices  
Ability to craft and shift voice/style according to audience and goal  
Comfortable with informative, persuasive, emotive composition, etc.  
Aware of both print and online publishing needs/environments  
Excellent project management abilities in engaging teams, setting goals, budgets and deadlines  
Superb crafting and/or amplification of messaging in pursuit of communication or organizational goals  
Effective positioning of narratives and other communications across all media  
Measurement of communications goals through metric data collection and analysis  
Use of several tools available for data analysis in measuring effectiveness of communications  
Fact checking, exhaustive research abilities  
AP, APA, Chicago (16), MLA, house style  
Content Management Systems, Wordpress, Wiki platforms  
CSS, HTML, XML markup  
MS Office, Adobe, Acrobat, InDesign, InCopy, some Photoshop  
SEO/SEM/Keyword research

### **Building & Perfecting (Editing & Proofreading)**

Abilities:

- Focused eye for copy mistakes with ability to change mindset based on chosen style (CMS, AP, APA)
- Dedicated shepherding of beginning drafts to ending polished product

- Familiar with various states of production, can edit on hard copy, soft copy, PDF, Word, internal systems
- Familiar with specialized publication steps, such as slugging of first pass, second pass cold read
- Aiding publications to analyze, audit, evaluate and establish direction of content using goals and objectives
- Manage editorial calendars, including calendars used across several teams/users/contractors/departments/mediums
- Able to identify trending stories and high-interest arcs
- Can simplify complex text/ideas for targeted readers
- Employ a proactive, positive author/writer/editor relationship
- Easily cooperate with all players in publications process from beginning to final print
- Able to manage volume projects across multiple vendors/sub-contractors

Credits:

- *Adelante* Forward Magazine (regional quarterly): managing editor with complete production responsibilities from helping to set edition themes to collection and editing of content, to partnering with graphics professionals and final proofread and printing preparation (since 2005)
- Al Rahelah (publisher in Riyadh, KSA): copyediting and proofreading of publisher's client's documents, often non-native English
- Michigan State University, Dept. of Fisheries and Wildlife: staff assistant position that included web and document editing (2006-2007)
- Lansing Community College: staff position as publications editor responsible for marketing pieces and internal documents (2005-2006)
- Laureate Education (a division of Sylvan): former contracted long-term copyeditor for Walden University online classes and National Hispanic University marketing texts
- Houghton Mifflin Harcourt: former sub-contracted proofreading of Broward County, FL curriculum portal
- Bill Smith Group: proofreading and soft annotation of K-6 leveled readers K-6, multiple projects
- Daydream Education: soft annotation and language localization, multiple projects)
- Eisemann: contracted editing of several projects, including final audit of alignment with Texas and California state education standards
- Current Events (national weekly children's newspaper): former long-term copyeditor
- Geneva Times (English-language magazine based in Geneva): former long-term copyeditor
- Int'l Journal of Environmental Health: assistant to the North American Managing Editor (staff position through MSU)
- Faith Publishing Service: editorial intern for publisher of Catholic magazines and custom prints nationwide
- "Latino History and Culture: An Encyclopedia" by Lugo-Lugo, Sharpe Publishing, second pass cold read of galleys
- "Lesson Plans That Wow" by McCormick, Teaching Press, soft annotation
- Dissertation support (multiple, various)
- Book proposal prep and support (multiple, various)

**Reporting (Print Publications)**

Abilities:

- Identify high-interest stories and arcs and undertake strategic content planning to help publications meet content objectives

- Skilled in developing and producing stories, narratives or messaging pieces as directed, including those needing sophisticated text or dealing with complex or sensitive issues
- Synthesis of multiple sources, inputs and research in order to create cogent stories

Credits:

- *Adelante* Forward magazine (Latino-centric regional quarterly): managing editor, writer, blogger, reporter, fact checker, since 2005
- Latino Leaders magazine (monthly trade): past contributor of profiles and original reporting, highlights include Julian Castro, Supreme Court Justice Sonya Sotomayor, former Chicago Mayor Richard Daley
- Hispanic Executive magazine (monthly trade): former contributor of interview-based profiles of C-suite execs
- Green Building and Design magazine (monthly trade): former contributor, reporter
- Bitch magazine (feminist national quarterly): former book reviewer
- PTO Today magazine (monthly): former contributor, including well feature “Spend, Save, Grow”
- Positively magazine (consumer regional monthly): former contributor, general interest/how-to pieces
- FAITH magazine (statewide monthly): internship, including editorial, sidebars, filler, research and one special feature
- PDFs and links available, also see [www.gardenwallpublications.com](http://www.gardenwallpublications.com)

### Simplifying (Tech, Medical & Science Writing)

Abilities:

- Can accurately abridge, shorten or simplify complex ideas for specific audiences
- Use of multiple inputs and sources of information to produce logical, consistent text/compositions
- Preparation of documentation that is to exacting specifications and meets organization’s goals
- Proactive relationship development with scientists, medical professionals, engineers, developers
- Eagerly focused on working with varied, diverse teams; receptive and curious learning-oriented character

Credits:

- Al Raheleh Publications: ongoing contracted editor for a monthly medical magazine for internal hospital users and employees
- St. Joseph Mercy Health System: Spanish translation of PowerPoint project “Great Cases in Dermatology,” including advanced medical vocabulary and concepts
- Michigan State University Center for Water Sciences: staff position working with grants (NIH, NSF and more), science journals, departmental projects, community-focused educational materials and the publications of researchers, professors and fellows (2006-2007)
- Michigan State University Center for Advancing Microbial Risk Assessment: staff position supporting research scientists in grant proposals, grant management, workshop and educational collateral and website maintenance (2006-2007)
- International Journal of Environmental Health: staff position assisting the Journal’s North American Managing Editor, research scientist Dr. Joan Rose (staff position, 2006-2007)
- Green Building and Design magazine (monthly trade magazine): past regular contributor, simplifying engineering and architectural information for a more general audience
- FYI Learning: creation of two full online courses in allied health, inc. 30 lessons each, 60+ assessments, projects and teacher’s guide
- Gale Cengage: Spanish translation of dozens of medical- and health-related essays for Gale’s Health and Wellness Resource Center

- SERO Project: Spanish translation of informational materials and brochures on HIV advocacy, including specialized medical terminology (partially pro bono)

### **Relating (Essays)**

#### Abilities:

- Positive relationship development with readers through text
- Identification of high-interest and relevant subject matter
- Deft handling of sensitive topics

#### Credits:

- Midwestern Society for the Study of Literature: presenter, “The Kidney Stone in the Bottle,” nonfiction essay category)
- Chicken Soup for the Soul, Family Matters: “The Best-Laid Plans” semi-finalist
- Michigan NOCIRC: “Who Owns Benny?” 2004 honorable mention
- “I Believe in Strong Women” considered for NPR’s “For This I Believe” series
- “Follow My Lead” considered for the anthology “Professor, Can I Bring My Baby to Class?”

### **Exploring (Travel Writing)**

#### Abilities:

- Ability to relate to readers and subjects of varying cultural and language backgrounds
- Developed and emotionally intelligent cultural and community awareness
- Identification of high-interest and relevant subject matter
- Skillful handling of sensitive or complex topics
- Advanced Spanish language abilities, including dialectical and regional applicability
- Knowledge of rhetorical practices of several regions

#### Credits:

- “Jewels of Michoacán; A Tour of the Ocampo,” in development with Mexico Travel Board
- “The Top 10 Volunteer Travel Opportunities,” Matador Travel

### **Recommending (Reviewing)**

#### Abilities:

- Even-handed evaluation of books and products
- Ability to produce relatable reviews that address audience needs

#### Credits:

- Kirkus Reviews: contractual reviewer of independently published titles and Spanish language titles
- IAC/About.com: reviews of books and writer’s resources
- Bitch magazine: former regular contributor of book reviews
- EBSCO: writer of business book summaries
- Sacramento Book Review: book reviewer of nonfiction, modern lit and republished classics
- Apex Book Promotion: reviewed nonfiction and fiction (multiple projects)

- International Academy of Digital Arts and Sciences: reviewed websites in consideration for Webby Awards (multiple years)
- Delos Literary Magazine: long fiction reviewer
- Women on Writing: developed, wrote and taught class “How to Become a PAID Book Reviewer,” three cohorts over the course of two years, online

### **Education**

- Michigan State University: MA in Pro Writing (Literacy and Pedagogy specialization), one year completed
- Michigan State University: BA in English, Minors in Education and Spanish, 2005
- Internships: FAITH magazine (editorial) and MI Association on Problem Gambling (grant writing)

### **Training/Conferences/Seminars**

- Rhetoric Society America: workshop “Latino Rhetoric” (competitive entry workshop)
- American Writers and Artists Institute: copywriting seminar
- MSU Alumni College: seminars on grant seeking and proposal writing
- IAC Corporation/About.com: annual training (SEO, SERPS, Google, content, social) 2008-2015
- Education Writers Association: various conferences, seminars, webinars
  - 68<sup>th</sup> Annual Seminar, Cost and Benefits, Covering the Economics of Education, full scholarship awarded for travel/attendance, 2015
  - Mine the Gap: Working with Data, 2013
  - Visiting School Campuses: Guide for Reporters, 2013
  - Common Core Coverage Deep Dive, 2013
  - Gender Disparities in the Classroom, 2015
  - School District Finance and Bonds, 2015
  - Covering Common Core in the Classroom, 2016

### **Committee/Volunteer Work**

Past:

- Commissioner (appointed), Lansing Sister Cities Commission, Guadalajara sub-committee
- Publicity Chair, Lansing Sister Cities Commission
- SERO Project (HIV advocacy)
- Publicity Chair, Cristo Rey Church Fiesta
- Publicity for Lansing for César E. Chávez dinner/fundraiser

Present:

- Judge, Michigan Women’s Hall of Fame, 2014-2016
- Latino Media Summit committee member, Michigan State University’s Samora Research Institute
- Waverly Education Foundation, volunteer

### **Membership**

- National Writers Union UAW Local 1981/AFL-CIO
- Education Writers Association
- Editorial Freelancers Association

- Freelancers Union
- Greater Lansing Hispanic Chamber of Commerce

### **Awards**

- Michigan NOCIRC: “Who Owns Benny?” honorable mention, essay category, 2004
- Rhetoric Society of America: Latino Rhetoric Workshop, competitive entry, 2013
- MSU Office of Inclusion: Chávez Community Service Award (w/*Adelante* Forward magazine), 2015
- Educational Writers Association: 68<sup>th</sup> Annual Seminar full travel scholarship, 2015

### **References**

Ryan Bates, Director, Michigan United, Ryan@michiganunited.org

Lonnie Scott, Director, Progress Michigan, Lonnie@progressmichigan.org

Dr. Nino Rodriguez, Publisher of *Adelante* Forward Magazine, 517-505-4772

Wendy Perdero, former Editor-in-Chief of Latino Leaders magazine, wrperdero@yahoo.com