



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

Convincing (MarComm/Copywriting/PR/Media)

Abilities:

- Simplification of complex text/ideas for specific audiences (internal and external)
- Development, production and implementation of communication policies and goals

- Reporting and analysis of measurement data, post-campaign
- Ability to adapt messaging in response to needs, such as those inherent in sensitive or complex issues
- Management of volume and/or multi-level projects across platforms, outlets, publications, vendors and contractors
- Accurate reading of trends with the ability to implement and produce responsive campaigns
- Optimization of campaigns based on targeted audiences
- Media outreach ability demonstrated by successful pitching and established media relationships
- Employment of practice-based skills in media relations, media strategy and community outreach
- Identification of stories and arcs of high-interest to media outlets

Credits:

- Progress Michigan: current, ongoing contract with social justice writing/editing, media outreach and pitching responsibilities
- *Adelante* Forward magazine: ongoing editorial manager position which includes interface with and service of several large regional advertisers (since 2005)
- Michigan State University: staff position with Web copy and marketing responsibilities (2006-07)
- Lansing Community College: staff position with marketing and PR responsibilities (2005-06)
- Michigan Association on Problem Gambling: rebranding project with copy and graphic coordination
- Laureate Education: marketing editorial project for National Hispanic University collateral pieces
- Conn Education: school supply catalog project, providing sales copy/copywriting
- Lansing Regional Sister Cities Commission: publicity chair for fundraising event, full multi-media campaign coordination (volunteer, 2014)
- Cristo Rey Church Fiesta: publicity chair for 5-figure fundraising event, full multi-media campaign (volunteer, 2013)
- Lansing for César E. Chávez Committee: publicity chair for fundraising dinner including media outreach (volunteer, 2014)

Positioning (Web, SEO, Blogging & Social)

Abilities:

- Application of yearly, required SEO, keyword and Google algorithm training from IAC Corp
- Aiding organizations to establish key performance indicators for digital, social media or other (combined) campaigns, including measurements
- Supporting client's strategic content planning by helping in auditing, analysis and evaluation of practices and objectives for digital campaigns
- Aiding in establishing the direction of client content driven by goals and objectives
- Analysis of metrics and data and use of information in refining production, including Google, Facebook, email and Twitter analytics, and tools such as Hootsuite, ShareTally, etc.
- Management of editorial calendars, including calendars used across several teams, contractors and departments
- Understanding of content marketing concepts and practices that produce measurable results
- Producing sophisticated messaging relating to sensitive or complex issues
- Creation of content based on current trends, and optimization of content/campaigns based on engaging targeted audiences
- Authentic connection with influencers and VIPs who will amplify messaging and content

Credits:

- Huffington Post: occasional blogger, parenting, Latino, social justice, immigration topics

- IAC/Interactive Corp's About.com network: contracted writer, blogger, managing editor of Freelance Writing site (since 2006)
- Working Mother magazine: occasional blogger
- *Adelante* Forward magazine: social media launch, campaign designer and maintenance
- City of Lansing/Lansing Regional Sister Cities Committee: social media launch, campaign designer and maintenance (volunteer, 2 years)
- Lansing Community College: teacher/lecturer "Intro to Facebook," "Social Media Marketing," and "Twitter- What's the Big Deal?"
- Adoptive Families magazine: SEO/Keyword research and overhaul of internal metadata
- MediaBistro: former contributor, original reporting and service pieces
- Gale Cengage: several content projects over three-years span
- ParentingDiva.com: former long-term blogger
- The Moderate Vegetarian/DietDetective.com: former long-term blogger
- WritersUnbound/451 Press Network: former blogger/page editor
- Women on Writing: former regular contributor of research pieces and how-tos

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

- 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
- Nielsen Corporation: webinar "State of the Hispanic Consumer"
- The Storytelling Non Profit Conference 2016
- 4Good Organization: various webinars
 - Amplify Your Brand
 - How To Tell Donors a Story
 - State Your Case; Crafting Advocacy Messages
 - How to Plan for Grant Application Success
 - Building Meaningful Online Engagement
 - 3 Key Ingredients for a Successful Online Campaign
 - Supercharge Your Fundraising with Content Marketing
 - Storytelling for Nonprofits
 - LinkedIn for Nonprofits
 - Raise More Money with Smarter Email Marketing
 - How to Tell Your Stories on Social Media
 - Mobile Impact 101
 - Nonprofit Blogging
 - How to use Data to Get Grants
 - Leveraging Soc Media for Nonprofit Fundraising
 - Email Marketing 101
 - Telling the Right Story for Your Online Campaign
 - Data Mining for Direct Mail

- Fundraising with Soc Media
- SEO 101 for Nonprofits
- Pinning for Good; How Nonprofits Can Use Pinterest
- Crisis Communications for Nonprofits
- 35 Ways to Max Fundraising Through Your Website
- Perfect Phrases for Fundraising
- Google Analytics for the Nonprofit Beginner
- Indie Publishing for the Nonprofit
- Writing Amazing Appeal Letters
- Google Apps for Nonprofits
- Social Media Metrics; Turning Data Into Content

Committee/Volunteer Work

Past:

- Commissioner (appointed), Lansing Sister Cities Commission, Guadalajara sub-committee
- Publicity Chair, Lansing Sister Cities Commission
- Campaign to Bring Chávez to Lansing Theatres
- 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: 68th 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