Allena R. Tapia
GardenWall Publications LLC
www.GardenWallPublications.com
Allena@gardenwallpublications.com
P: 517-285-2081

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

Bridging (Spanish/English Translation)

Abilities:

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- Accurate, polished English/Spanish translation, transliteration and text localization
- Cultural/community awareness as a support to translation
- Use of multiple Spanish dialects with knowledge of regional applicability
- Understanding of Latino community, including rhetorical practices

Credits:
- Progress/Engage Michigan and Michigan United: ongoing contract for English-Spanish translation of media documents and interface with Spanish-language media
- MI Protection and Advocacy Service: brochure project "Who We Are"
- St. Joseph Mercy Health System: PowerPoint project "Great Cases in Dermatology"
- Gale Cengage: multiple projects, medical and health related, including translation of dozens of essays for Gale's Health and Wellness Resource Center
- Gale Cengage: translation of portions of "Encyclopedia of Cuba"
- Bill Smith Group: proofreading Spanish/bilingual leveled readers
- SERO Project: translation of informational materials and brochures on HIV advocacy, including specialized medical terminology (partially pro bono)

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

Changing (Justice, Grant Writing and Nonprofits)

Abilities:
- Experience in working on justice and advocacy projects with varied and diverse team members
- Significant work history in public/political affairs and community and civic engagement
- Service ethic focused on community and the well-being of others
- Can apply an understanding of the dynamics of inequality and inequity to work and writing
- Listening- and learning-focused in complex, sensitive or controversial situations
- Employ characteristics of emotional intelligence and sensitivity in working with diverse populations
- Service as a storyteller able to craft reflective, compelling and sophisticated messaging in all mediums
- Simplification and editing of complex text/ideas/stories for specific audiences (internal and external)
- Can create cogent text from multiple, disparate sources
- Can use policies, research and best practices to produce, change, maintain and/or implement text and campaigns
- Experience in curation and empathetic use of individual's narratives and applicable stories
- Employ compassion and kindness in the collection/use of quotes, stories and anecdotes

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- Appropriate use, dissemination and release of messages in pursuit of organizational goals
- Management of editorial calendars, including multi-level, mixed-media production calendars used by teams
- Coordination of multi-level, multi-media and multi-person publicity/marketing campaigns
- Can form relationships with influencers, VIPs, board members, grantors and others in a position to support causes
- Development and implementation of communications policies and goals, and ability to acquire stakeholder's support in reaching them
- Can report and analyze metric data to use for refining of messaging, policies or goals

Credits:

- Huffington Post: occasional blogger on justice and development topics
- *Adelante* Forward magazine: managing editor for this publication with a focus on the wellbeing and education of Latinos in the region (current, since 2005)
- Progress/Engage Michigan: ongoing contractual provision of talking points, news releases, PR, social media, web content and translation in pursuit of organization's policy goals (since 2011)
- Michigan United: ongoing communications service to this justice-oriented organization through Progress/Engage Michigan (see above, since 2011)
- Michigan Alliance of Latinos Moving Toward Advancement: ongoing occasional provision of talking points/speech on policy and justice topics such as the DACA program, driver's licenses for undocumented immigrants
- Michigan Association on Problem Gambling: past intern in grant research and proposal writing
- Michigan Association on Problem Gambling: completed several projects including rebranding and brochure production
- "Writing for Social Justice" online class: designer and instructor of three cohorts over the course of 2013-2014 through Women on Writing
- Lansing Regional Sister Cities Commission: provision of writing services, including grants, web, social media, and publicity pieces (former volunteer)

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)
- Nielsen Corporation: webinar "State of the Hispanic Consumer"
- Immigrant Learning Center Public Education Institute: various webinars
    - Immigrant Student Success Models and Tools, 2012
    - Data and Trends in US Immigration, 2013
    - Comprehensive Immigration Reform, 2013
    - New Messaging Strategies; Positioning Immigrants as Assets, 2014
    - Building United Communities of Immigrants and African Americans, 2015
    - Immigrants and Health Care, 2016
- 4Good Organization
    - Diversity Awareness for Nonprofits

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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
- ACTION Lansing (immigrants' rights)
- SERO Project (HIV advocacy)
- Publicity Chair, Cristo Rey Church Fiesta
- Publicity for Lansing for César E. Chávez dinner/fundraiser
- Organizer, Waverly Middle School contingent to GVSU Latino Youth Conference

Present:
- Judge, Michigan Women's Hall of Fame, 2014-2016
- Latino Media Summit committee member, Michigan State University's Samora Research Institute

Membership
- Greater Lansing Hispanic Chamber of Commerce
- National Writers Union UAW Local 1981/AFL-CIO
- Education Writers Association
- Editorial Freelancers Association
- Freelancers Union

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