

Helen Ravenel Hammond

- Charleston, South Carolina
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SUMMARY OF QUALIFICATIONS

Skilled in meeting deadlines and working independently as well as part of a team. Excellent writing, interviewing and communication skills.

PROFESSIONAL EXPERIENCE

Freelance Writer and Communications Specialist

Self-employed – Charleston, SC January 2013 - Present

- Writing, editing and communications projects for a variety of clients and industries.
- Published in *The Little Black Book for every busy woman*, *Mount Pleasant Magazine*, *James Island Messenger*, *Carolina Tails* (print editions).
- Published in *The Little Black Book for every busy woman* and Charleston County Parks and Recreation (CCPRC) (online editions).
- As needed, manage public relations and social media marketing for *The Little Black Book for every busy woman* and *Pixie Lily*.
- Write bios and web content for a range of clients.
- Spokesperson for Charleston Animal Society's 140th anniversary campaign video.

News Editor/Reporter/Photographer

Moultrie News/Evening Post Publishing Co. - Mount Pleasant, SC August 2007 - October 2011

- Edited columns, news releases and copy for weekly community newspaper.
- Researched and wrote three to five articles on topics ranging from municipal government to community events.
- Composed feature stories on local community people, lifestyles and other topics of interest.
- Attended regular municipal meetings to report on informative initiatives within East Cooper communities (Sullivan's Island, Mount Pleasant, Isle of Palms and Daniel Island).
- Updated *Moultrie News* website and online social media outlets with copy and photos on a daily basis.
- Procured news content for monthly special sections.
- Spoke publicly at local clubs, schools and civic organizations on behalf of the newspaper.
- Photographed numerous events and people for print and online publication.
- Completed weekly newspaper graphic lay-out using Quark, In Design and Adobe Photoshop.

Co-Author

Standing Straight and Tall Published Spring 2012

- Co-authored 34-page children's book about the Sullivan's Island Lighthouse.

Public Relations Writer

CreateSpace - North Charleston, SC August 2007 - April 2010

- Crafted press releases for self-publishing authors.

Special Features Correspondent/ Columnist

Charleston Mercury/Evening Post Publishing Co. - Charleston, SC August 2004 - August 2007

- Researched and wrote articles on local retailers, events and trends.
- Authored "Tellin' Helen" column.

Freelance Writer

The Post and Courier/Evening Post Publishing Co. - Charleston, SC

January 2007 - August 2007

- Researched and wrote feature articles for *Preview* and *Fashion*.

Marketing/ Public Relations Consultant

T&G Productions - Charleston, SC

August 2006 - August 2007

- Marketed and promoted the children's book, *Fali*.
- Set up author book signings, school visits and other relevant events for book exposure.
- Designed marketing materials (postcards, order forms, posters, PowerPoint presentations).

Public Relations Director

Trident Literacy Association - Charleston, SC

January 2005 - October 2006

- Facilitated corporate and community relations with Trident Literacy Association.
- Wrote and designed company quarterly newsletter (*Bookmarks*) as well as mailer postcards.
- Secured press coverage in local publications and news and radio stations.
- Participated in speaking engagements at local civic club meetings.
- Acted as liaison between volunteers, donors, board members and students.

Marketing and Product Developer

MOJA DESIGN Corporation - New York, NY

April 2002 - October 2003

- Assisted the president of MOJA DESIGN in product development, marketing and managerial tasks.
- Designed and created sun and eyewear for Maurice Malone, Ocean Drive, ICB and BOOM BY ATOM.
- Worked with promotion, marketing and graphic design departments for new product launch of BOOM BY ATOM eyewear collection for March 2003.

Assistant to Director of Media Relations

Harrison & Shriftman - New York, NY

February 2001 - October 2001

- Assisted director of media relations by performing administrative duties.
- Secured broadcast and print press coverage for special events.
- Distributed press releases and media alerts to ensure attendance at events.
- Maintained and fostered relationships with photographers, reporters, broadcast producers and editors.

EDUCATION

Clemson University - Clemson, SC

Bachelor of Arts in English

May 2000

Institute for American Universities - Aix-en-Provence, France

Semester Abroad

Fall 1998

ADDITIONAL TRAINING

Gotham Writers Workshop

- 10 - week online course on memoir writing

January 2012 - April 2012

South Carolina Press Association Workshops - Columbia, SC/Charleston, SC

- Freedom of Information Act
- Simple Ways to Write More Clearly and Organize Your Stories Better
- Writing for the Web: Breaking News on the Web
- Photography Workshop
- Legislative Workshop for the Media
- Municipal Government Workshop

February 2011

June 2009

June 2009

March 2008

October 2008

October 2007

COMMUNITY INVOLVEMENT

Children's Museum of the Lowcountry- Volunteer/Member; Parent's Advisory Council (PAC) Member

Center for Women - Volunteer/Member

Tricounty Family Ministries - Volunteer

Trident Literacy Association - Volunteer

Ashley Hall - Alumnae Representative for Class of 1996