

**Ann Traver Swardlick**  
15 Clifford Street, Portland, Maine 04102  
207-653-4146    aswardlick@gmail.com    annswardlickwrites.com

## Professional Summary

Freelance writer and editor skilled in helping higher education institutions and nonprofits engage with key audiences, shape message strategies, and achieve campaign success. Excellent communication skills with extensive writing experience in the areas of magazine, collateral, and web content, as well as case statements and advancement materials.

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## Core Qualifications

- Excellent written communication skills
  - Expertise in planning, writing, and editing case-for-support materials
  - Extensive experience in magazine and website writing
  - A practiced interviewer and story teller
  - Able to collaborate effectively
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## Experience

### Freelance Writer

**2010 – present**

- **University of Southern Maine, Portland, ME** — Currently working on a case statement and brochure to help launch a new scholarship program. Previously have written extensively for the Marketing and Advancement teams on e-newsletters, recruitment outreach, stakeholder profiles, website content, viewbooks, and other projects.
- **Friends of the Eastern Promenade, Monhegan Museum** — Recent case statement projects for these and other nonprofit organizations
- **Fuseideas, Winchester, MA & Portland, ME** — Wrote web content and marketing campaigns for the agency's higher education clients, including Virginia Commonwealth University, Florida Polytechnic, Worcester State, Iona College, and others

### Writer/Consultant, Saint Joseph's College, Standish, ME

**2/20/16 – 12/23/16**

- Stepped in to fill a gap in the communications department, serving as the primary writer and editor for three issues of the Saint Joseph's alumni magazine
- Communications work for Advancement, including writing case statements for development campaigns, with supporting alumni, student, faculty, and donor stories

### Senior Writer, Swardlick Marketing Group, Portland, ME

**1990 – 2010**

- Key member of the creative team in a full-service marketing agency with clients in many sectors, including tourism, higher education, food and nutrition, and not-for-profit
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## Education

Northwestern University  
Colby College

MA, Communications  
BA, English