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### Christine McLaughlin

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###### Oreland, PA 19075

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**www.christinemclaughlin.net**

**LinkedIn Profile: in/christinemclaughlinwrites**

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**OBJECTIVE:**

An accomplished writer and editor, Christine is also author of six books including *The Dog Lover’s Companion to Philadelphia*; *Philadelphia: A Photographic Portrait;* a corporate history book, *BAYADA: 40 Years of Compassion, Excellence, and Reliability;* and two ghostwritten books for the American Red Cross (*Dog First Aid* and *Cat First Aid*). Her latest book, *Growing Friendships: A Kids’ Guide to Making and Keeping Friends,* was co-authored with an expert psychologist and published by Simon & Schuster in 2017. Christine seeks assignments in both journalism and content marketing that maximize her creativity and solid research skills.

**EXPERIENCE:**

###### January 2000 to Present Freelance Writer | Editor | Author

Currently writes, ghostwrites and edits nonfiction articles, web sites, books, as well as newsletters, e-books, web site content, blog posts and other content marketing materials. Articles are published in print and online outlets including *Family Circle*, *USAirways, Kiwi, Scholastic: Parent & Child,* WomansDay.com, Dogtime.com, *Pennsylvania Pursuits*, *Dog Fancy*, Pet360.com, *The Bark*, AnimalPlanet.com, DiscoveryHealth.com, *PTO Today* and *Suburban Family* (visit her web site for a complete client list).

A sampling of freelance projects includes:

* Writing articles for WebMD

• Writing articles for Abington Memorial Hospital’s magazine and web site

• Writing articles for Children’s Hospital of Philadelphia

• Writing articles and a blog for ThinkBeyondtheLabel.com

• Writing and managing a career advice column for the national magazine *ADVANCE for Nurses*

• Writing articles for Fox Chase Cancer Center

• Writing web site copy for a major Philadelphia law firm

• Writing articles for *Temple* alumni magazine

• Editing a series of history books for OTTN Publishing

• Editing promotional materials for Insight Cuba

• Writing, editing and designing a series of five school staff newsletters for PaperClip Communications, Inc.

• Coaching expert author writing a parenting book

• Writing articles for internal physician newsletter for Einstein Healthcare Network

• Editing and writing content marketing materials for Visit Philadelphia™

• Editing the book, *The Exceptional Nurse* (on disabilities)

• Writing articles for federal agency, SourceAmerica’s magazine celebrating employees with disabilities

• Editing and writing promotional copy for Sunrise Construction and Renovations, LLC (Pittsburgh)

• Writing a monthly blog as well as other custom content for My Alarm Center, home security company

• Managing the editorial summer promotion section in *Reader’s Digest* June 2005 issue

• Serving as Dogtime.com’s Pet First Aid Expert.

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**Promoted to Editor**

###### December 1998 to December 1999 Editor

## ADVANCE for Physical Therapists & PT Assistants

## Merion Publications Inc., King of Prussia, PA

National, biweekly print and online newsmagazine read by more than 75,000 physical therapists and PT assistants.

Personally responsible for:

• Overseeing entire production of biweekly magazine in print and online

• Managing staff writers and their respective workload

• Editing majority of articles in print and online

• Copy editing and proofreading print and online articles

• Writing feature stories and news as needed

• Generating original story ideas and illustration ideas

• Working closely with artists designing covers as well as print and online illustrations

• Developing and regularly redeveloping web site content

• Creating new online departments

• Working with sales team to enhance advertising opportunities both in print and online

• Corresponding with readers, freelancers and consultants regularly

• Maintaining strong relationships with all company departments

• Covering national physical therapy conferences.

Christine McLaughlin, pg. 2/2

**Promoted to Associate Editor**

**October 1997 to December 1998 Associate Editor/Writer**

*ADVANCE for Physical Therapists* (weekly newsmagazine)

Personally responsible for:

• Editing several feature stories and department columns each week

• Researching and writing two in-depth feature articles per month

• Writing monthly department on industry legislation

• Copy editing and proofreading on tight deadlines

• Generating original story ideas and illustration ideas

• Managing staff and all production responsibilities in editor's absence.

###### August 1995 to October 1997 Assistant Editor/Writer

*ADVANCE for Physical Therapists* (weekly newsmagazine)

Personally responsible for:

• Researching and writing at least two in-depth feature articles every week (topics ranging from human interest to health-oriented)

• Writing department pieces profiling PT facilities and industry news as needed

• Copy editing and proofreading weekly copy before publishing

• Covering national physical therapy conferences.

###### Previous Work Experience:

###### October 1993 to August 1995 Public Relations Specialist

Resnick Communications Inc., Philadelphia, PA

###### July 1991 to July 1993 Writer

## AIDS Daily Summary

Information Inc., Bethesda, MD

**Education:** The Pennsylvania State University

University Park, PA 16801

B.A., Communications, May 1991

**Certifications and Specializations:**

Content Strategy for Professionals, a 5-course specialization by Northwestern University on Coursera. Specialization Certificate earned on February 17, 2018.

**Professional Affiliation:**

Member of the American Society of Journalists and Authors (ASJA)

Member of ASJA’s Membership Recruitment Committee

**Television Appearances:**

Spotlighted as a local author on the *10! show* on Philadelphia’s NBC-10 (June 2005)

Spotlighted as local expert for Petstyle.com online television production about Philadelphia (November 2006)

**Interviewed as expert source for:**

*The Philadelphia Daily News, The Bark* magazine, *Philly Metro* magazine, *The Penn Stater* magazine, *The Springfield Sun* and *The* *Camden Courier Post*

**Volunteer Work:**

Art Goes to School of the Delaware Valley

Oreland-Wyndmoor Little League

American Society of Journalists and Authors