
Christine McLaughlin
1610 Brent Road
Oreland, PA 19075

(267) 246-7902
christinemclaughlin@comcast.net
www.christinemclaughlin.net

OBJECTIVE:

An accomplished writer and editor, Christine is also author of *The Dog Lover's Companion to Philadelphia*; *Philadelphia: A Photographic Portrait*; the 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*). Additionally, she's coauthor of *Growing Friendships: A Kids' Guide to Making and Keeping Friends* to be published by Simon & Schuster in July 2017. Christine seeks freelance 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*, *Bottom Line/Women's Health*, *Kivi*, *Scholastic: Parent & Child*, *WomansDay.com*, *Dogtime.com*, *Pennsylvania Pursuits*, *Dog Fancy*, *Pet360.com*, *The Bark*, *AnimalPlanet.com*, *DiscoveryChannel.com*, *DiscoveryHealth.com*, *Jump In!*, *PTO Today*, and *Suburban Family* (visit her web site for a complete client list).

A sampling of freelance projects include:

- 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, Raynes McCarty
- Writing articles for *Temple* alumni magazine
- Editing and writing articles for *Review of Optometry*
- Editing a series of history books for OTTN Publishing
- Editing promotional materials for Insight Cuba
- Writing and editing a series of five school staff newsletters for PaperClip Communications, Inc.
- 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 for its 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
- Managing the editorial summer promotion section in *Reader's Digest* June 2005 issue
- Serving as Dogtime.com's Pet First Aid Expert.

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 articles in magazine and online
- 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
- Designing content of new web site on a rapidly changing basis
- Creating new online departments
- Working with sales team to enhance advertising opportunities both in print and online
- Corresponding with readers, freelancers and consultants on a regular basis
- Maintaining strong relationships with all company departments
- Covering national physical therapy conferences.

**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.

October 1993 to August 1995

Public Relations Specialist
Resnick Communications Inc., Philadelphia, PA

Personally responsible for:

- Writing and editing newsletters, press releases, advertisements and other promotional materials for private and nonprofit clients
- Coordinating the placement of stories in national and local magazines, newspapers, TV and radio
- Planning advertising strategies and placing print ads in national and local publications
- Maintaining exceptional relationships with all clients
- Organizing press involvement in benefit functions and galas
- Directing the daily activities of three interns and supervising their respective projects.

July 1991 to July 1993

Writer
AIDS Daily Summary
Information Inc., Bethesda, MD

Personally responsible for:

- Independently providing the worldwide news service under tight daily deadlines
- Writing highly accurate abstracts of consumer and medical news articles to compile as part of the federal Centers for Disease Control's National AIDS Clearinghouse news service
- Distributing the *AIDS Daily Summary* worldwide via wire services
- Writing summaries of other industries including insurance, energy and micro-computing.

Education:

The Pennsylvania State University
University Park, PA 16801
B.A., Communications, May 1991

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*