

SCOTT D. SOUTHARD

4658 Nakoma Dr., Okemos, MI 48864 517-449-6331 sdsouthardwriter@gmail.com

–EXPERIENCE–

SENIOR EDITOR/RESEARCH ASSISTANT, PUBLIC POLICY ASSOCIATES *LANSING, MI — 2005-2016, 2020-PRESENT*

Edited various project proposals, reports, surveys, and presentations; marketing materials; business correspondence; and other written material for content, logic, style, grammar, punctuation, and quality production. Contributed to house style manual, as well as creating the company's templates (for all materials from memos to reports to PowerPoints) and the peer review process. Assisting on facilitations, interviews, research, and outreach.

STAFF WRITER & PODCAST HOST, MICHIGAN TOWNSHIPS ASSOCIATION *LANSING, MI — 2019-2020*

Numerous writing responsibilities including cover story for issues of *Township Focus* magazine, the weekly eNewsletter *Township Insights* and monthly supplement *Township Voice*. Also assisted on social media (Twitter and Facebook) and research on different legislative issue, then writing on the topic for a general audience. Editing other writing and material as needed. Hosted the podcast *Township Talk*, covering such important topics as the Census and the opioid epidemic. As part of the duties of hosting the show included booking and scheduling guests, research, and preparations.

SENIOR TECHNICAL WRITER, MICHIGAN HEALTH INFORMATION NETWORK *LANSING, MI — 2016-2019*

In this role, oversaw the writing on numerous projects, including (but not limited to) marketing one-pagers, press releases, web content, social media outreach (Twitter, Instagram, Facebook, and LinkedIn), implementation guides (manuals), blogs, and professional white papers (examples available upon request). Also developed writing material, including multiple templates for both Microsoft Word and PowerPoint toolkits. Developed and named numerous projects and outreach plans. Assisted on conference planning and house style manual. Primary editor on writing for any material to be shared externally. Committee member of People and Leadership which oversees communication across organization and has overseen numerous projects including use case factory and template creations.

BOOK REVIEWER, WKAR'S CURRENT STATE *EAST LANSING, MI — 2013-2016*

Appearing on the radio show every other Thursday and discussing books and important American and world literary events. Also promoting local readings and author appearances.

EDITOR, MICHIGAN ASSESSMENT CONSORTIUM *LANSING, MI — 2014*

Edited and contributed to K-12 assessment booklets related to the arts (dance, theater, music, and visual arts). This work was funded by the Michigan Department of Education.

ADJUNCT FACULTY, AQUINAS COLLEGE *GRAND RAPIDS, MI — 2005-2006*

Taught a 300-level scriptwriting course to a diverse student group. Planned lessons and writing projects, edited students' writing, lectured, and selected course texts. Evaluated student performance. Participated in department discourse.

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ADMINISTRATIVE COORDINATOR, PACIFIC CENTER FOR HEALTH POLICY AND ETHICS, UNIVERSITY OF SOUTHERN CALIFORNIA LAW SCHOOL

LOS ANGELES, CA — 2002 - 2003

Wrote and edited the Pacific Center newsletter; planning and facilitating of student workshops and faculty luncheons, edited and wrote documentation for these events; scheduled, created agendas, and kept minutes for Pacific Center board meetings; maintained the running of the department; secretarial duties; scheduled conferences and arranged schedule of directors; and tracked and distributed Pacific Center materials across the state.

STUDENT ADMINISTRATIVE ASSISTANT, UNIVERSITY OF SOUTHERN CALIFORNIA

LOS ANGELES, CA, 2000–2002

Business writing, editing, and research for department; edited and posted job descriptions; and administrative duties including student relations.

–EDUCATION–

UNIVERSITY OF SOUTHERN CALIFORNIA — MFA IN PROFESSIONAL WRITING
Studied writing in the forms of fiction, nonfiction, memoir, television, theater, and screenplay, as well as marketing, social media, and promotions related to the arts.

MICHIGAN STATE UNIVERSITY — MA IN ENGLISH LITERATURE (TRANSFERRED)

AQUINAS COLLEGE — BA IN ENGLISH

–SKILLS–

Microsoft Office Programs (Word, Excel, PowerPoint, and Access), Pages, Adobe Acrobat, GroupWise, WordPress, iMovie, social media marketing, marketing writing, radio work, voice work, and blogging.

–ADDITIONAL TRAINING–

LinkedIn Learning: SharePoint, Crisis Communication, Content Marketing, Market Research, Project Management, SEO for Social Media, Social Media Marketing, Word Essential Training, Proposal Writing, and Technical Writing (Reports)

–SOCIAL MEDIA–

- “The Musings & Artful Blunders of Scott D. Southard” at sdsouthard.com (over 120,000 views, 63,000 visitors, and 4000 followers)
- Twitter: @SDSouthard (Over 35,000 followers)

–WRITING–

- In Jerry’s Corner, Dream’s Edge Publishing (2021)
- My Problem With Doors, Dream’s Edge Publishing Press (2020)
- Permanent Spring Showers, 5 Prince Books (2015)
- A Jane Austen Daydream, Madison Street Publishing (2013)
- Megan, iPublish Press (2009)
- The Dante Experience, Mind’s Ear Audio Production (2001)