



Summary:

Deadline- and detail-oriented communicator with a passion for the English language and the desire to tell a good story—always! My freelance and staff experience includes magazine journalism, corporate communications, and broadcast television production.

Skills:

▾ Writing

Skilled at turning complex topics into compelling stories for any audience. Have written hundreds of features, profiles, monthly columns, cover stories, video scripts, essays, reviews, service pieces, and FOB content over a 25-year career. Served as contributing editor at *Atlanta Magazine* and as contributing garden editor for *Atlanta Magazine's Home*. Can deliver topical expertise on a range of lifestyle subjects, including health, gardening, home décor, and the environment. Am fluent in botanical Latin.

▾ Research

Skilled at reading and interpreting medical and scientific studies. Able to target appropriate experts and other sources for interviews and anecdotes. Experienced at interviewing executives, celebrities, scientists, and everyday people.

▾ Copy editing & proofreading

Expert in grammar, punctuation, and usage—and eagle-eyed when it comes to errors. Have proofed and edited everything from brochures to full-length fiction manuscripts and Ph.D. dissertations. Can edit electronically or on hard copy.

▾ Corporate communications

Created a wide variety of communications materials, including brochures, case studies, newsletters, annual reports, white papers, mailings, speeches, Web content, trade press articles. Served as publications manager for a non-profit organization. Can cut through industry jargon to deliver a carefully targeted message that is clear and concise. Am especially knowledgeable of the healthcare industry (business trends, operations, IT, compliance, coding and billing, etc.)

▾ Project management

Able to manage all aspects of the publication process, including budgeting and scheduling, coordinating content from multiple authors, photography, design, art direction, printing, mailing, Web site programming, etc.

▾ Web & social media

Very skilled at SEO. Adept at strategic use of blogs, Facebook, Twitter, and other social networking/bookmarking sites. Familiar with HTML, WordPress, and basic podcast production. Currently blogging about gardening (15 posts monthly).

Awards:

2007—Magazine Association of the Southeast, Bronze GAMMA Award (best series)

2000—James Ford Rhodes Alumni Association, Hall of Fame Award

1986 & 1987—National Association of Broadcasters, Service to Children Award

1985, 1986 & 1987—New York State Broadcasters Association Award (best program series designed for children)

1986—American Heart Assoc., Award for Excellence in Cardiovascular Reporting

Education:

Syracuse University, Bachelor of Science in Telecommunications, 1982

PUBLISHING CREDITS

Consumer & custom magazines:

American Homestyle
Atlanta Magazine
Audubon
Better Homes and Gardens
Byline
Carolina Gardener
Cobblestone
Conceive
Continental
Flower
House Beautiful
Natural Health
Plenty
Points North
Pregnancy
Spirituality & Health
The Old Farmers Almanac
Triumph
Yoga Journal

Trade magazines:

Fresh Cup
Nursery Management & Production
Nursing Administration Qtrly
Nursing Management
Off Road Business
Pizza Today
Planning

Books:

Healing Words: The Power of Apology in Medicine (co-authored with Michael S. Woods, M.D., 2004)

Gardening (gift book & journal, Publications Intl., 2002)

FIND ME ONLINE

Twitter: [@hildabrucker](https://twitter.com/hildabrucker)

Linked In: www.linkedin.com/in/hildabrucker

Writing samples: www.hilda.webifythis.com

Blog: www.gadaboutmedia.com (click on *home and food*, then *gardening*)