

## TRAINER | EDITOR | WRITER

### Training | Marketing & Technical Editing | Writing & Layout

A natural trainer who has also studied andragogy and earned a graduate Certificate in College Teaching. My classroom scores and evaluations are top-notch.

A quick and thorough editor with a strong grasp on proper American English and experience working with both the Chicago Manual of Style and the AP Style. I have the editing skills to vastly improve advertisements/brochures, training guides, annual reports, magazine articles, personal pieces, and more.

A writer with a good eye for design: everything from procedure manuals to articles to fundraising posters.

## SELECTED ACHIEVEMENTS

Established As You Wish photography as a solopreneur with only a small personal investment. Quickly grew to a goal of 20 weddings a year. Successfully moved the business from its original market to Austin. Handled all branding, marketing, and event coordination for a small 501(c)(3) non-profit for five years.

Technical Writer for a large police academy where I produced the final product of training materials (participant manuals, instructor guides, reference materials, presenter slide decks, etc.) for courses: rapid-response training, crime scene investigation, drug intervention, unexploded ordnance identification, etc.

Performed three years of balanced work between two professional roles in training and communications. While my audiences were vastly different, each role supported and enhanced my work in the other.

## EXPERIENCE

### As You Wish photography, 4/03-present

*owner/photographer - AsYouWishAustin.com*

Serve as primary or solo photographer. Manage business functions: marketing, website maintenance, social media management, scheduling and organization, sales, customer service, and hiring employees.

*Member, Professional Photographers of America*

### Freelance, 12/07-present

*Contract for Hire -LoriLuza.com*

Technical writing, editing, proofreading, SEO, social media, office and project management, and more.

Edit and format written copy; develop style guides; enhance readability and learning. For websites, establish keyword, title, and meta tags; use descriptive relevant copy to improve search rankings. Establish and maintain social media. Design and deploy marketing. Re-develop websites using content management systems. Lead clients through website development processes: graphic design, site development, quality assurance, content development, and website launch.

### Texas Engineering Extension Service, Public Safety & Security, 4/05-12/07

*Technical Writer*

Served colleagues via a team-based development of manuals, guides, train-the-trainer materials, and reference manuals for a wide variety of public safety topics including: rapid response, drug impairment, risk assessment, and arrest, search & seizure. Partners included: Instructional Design Specialist, Subject Matter Expert. Collaborated with instructors during development. Manuals included graphics, photography, formulae, tables, figures, and activities. Developed marketing materials for classes and the division. Assisted with technical issues and troubleshooting. Recommended technology purchases.

*Member, Communications Sub-Committee and TEEX Website Sub-Committee*

# LORI LUZA

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## **Texas A&M University, Physical Plant Communications, 2/02-4/05**

### *Communications Specialist*

Autonomously developed internal and external newsletters: *Shop Talk*, designed to be for and about the employees of the Physical Plant, and *Customer Connection* designed to be a “report card” of the Physical Plant that was distributed to on-campus customers. Brainstormed, interviewed, wrote, edited, designed layout, photographed, proofread, and coordinated publications with the printing service.

Departmental Photographer for: publications, displays, presentations, proposals, and archives.

Wrote proposals, managed workflow, and supported colleagues and software.

## **Texas A&M University, Libraries, Training, 7/01-4/05**

### *Training Specialist*

Developed and instructed computer courses for faculty and staff: general computer use, common software packages, and library-specific software.

Designed, developed, implemented, and presented non-technical courses: presentation skills, optimizing presentations, email etiquette, meeting management, etc.

Resolved technical problems for faculty and staff, contributed three articles annually, responded to questions regarding needs for software use, and developed training and informational publications.

*Appointed Member, Diversity Programming Oversight Committee  
Member, Library Staff Association*

## **PUBLICATIONS AND PRESENTATIONS**

Designed and coded several non-profit and community websites, such as The Celebration of Life Luncheon hosted by the Austin Area *Alumnae* of *Zeta Tau Alpha*: <[AustinZTA.org/CelebrateLife](http://AustinZTA.org/CelebrateLife)>.

Authored all marketing messages for the non-profit Brazos Valley QueSt.

Created library display advertising, invitation folios, flyers, bookmarks, and publicity materials.

## **HONORS AND AWARDS**

John J. Koldus Award nominee, Texas A&M

Golden Hammer Award presented by Texas A&M Habitat for Humanity

Division Employee of the Quarter, University of Miami

Citizen of Bluebonnet (Texas) Girls' State

## **CERTIFICATIONS**

Completion of the Certificate Program in Leadership Development, University of Miami

Completion of the Texas A&M University College Teaching Certificate

## **COMPUTER SKILLS**

Microsoft products: Windows, Explorer, Word, Excel, PowerPoint, Publisher, Visio

Adobe products: Acrobat, DreamWeaver, FrameMaker, InDesign, Illustrator, PageMaker, Photoshop

## **EDUCATION**

**College Teaching Certificate, Texas A&M University**

**M.S.Ed., University of Miami, Higher Education Leadership, August 1995**

**B.B.A. University of Miami, Business Management, December 1993**

## **ACTIVITIES AND VOLUNTEER SERVICE**

### **Austin, Texas**

As You Wish photography, Founder and Owner

University of Miami Alumni Association, Austin Chapter, Professional/Social Networking chair, board member

Texas Professional Photographers' Association

...more at [LoriLuza.com](http://LoriLuza.com)