

COPYWRITER & EDITOR | SUSTAINABILITY AND GREEN BUSINESS

Copywriter, editor, and proofreader with experience in marketing communications, digital strategy, sustainable business, and technical documentation for medical and environmental systems. Skilled at translating leadership vision and complex information into clear, actionable copy that inspires audiences and drives measurable results.

SELECTED ACHIEVEMENTS

- Manage multimedia Daily Meditation blog and email campaigns for progressive eco-social justice theologian Matthew Fox; upload, edit, proofread, and curate content across four platforms
- Edit and proofread the AAMVA Annual Report, translating bureaucratese into plain-language copy; observing and updating CMOS-based in-house style guide
- Developed and executed online marketing strategy for Verge Permaculture's first online certification course; registration exceeded expectations by 500% (50 expected, 300 actual)
- Developed new member engagement campaigns for Catonsville Chamber of Commerce; wrote, edited, and proofread all marketing content; developed information structure and new page content for website makeover
- Converted RFPs to multi-volume template manuals for Environmental Elements Corporation's standard precipitator systems, updated per project specifications, and set up engineering review loop to produce four multi-volume documentation sets per month

TECH: MS Office, Google Workspace, WordPress, AWeber, Vimeo, Otter, Ubersuggest, Slack, Notion, ChatGPT

EXPERIENCE

ONLINE COORDINATOR

[CREATION SPIRITUALITY LEGACY PROJECT](#) (2011–Present)

- Manage content across five websites and four social media channels; strengthen brand strategy and digital communications
 - Edited and proofread a 450-page scholarly memoir; researched obscure references and guided structural changes
 - Selected, trained, and manage the three-member Daily Meditations publishing team
 - Designed and maintain a 50-page operations manual on workflow, procedures, style, and best practices
 - Designed, managed, and reported on subscriber survey; advised on and implemented actions to boost engagement
 - Led event promotion and registration for East Coast Creation Spirituality Conference; through alliance marketing doubled historic attendance
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Christina (Phila) Hoopes

OWNER / COPYWRITER

[PHILA WRITES](#) (2004–Present)

Write, edit, proof, and optimize web content, e-courses, e-books, marketing articles, brochures, blogs, and profiles. See samples: philawrites.com/portfolio

Selected Roles:

- **Copy Editor/Proofreader | American Association of Motor Vehicle Administrators** (2019–Present) – Annual report editing and plain-language conversion
- **Copywriter | Verge Permaculture/5th World** (2011–2024) – Marketing strategy, event and product sales copy, nurture campaigns, in-depth blogs, e-courses, and HR/onboarding wiki in Notion
- **Eco-Consultant | Fresh Green Image** (2009–2011) – Independent consulting, sustainable home makeovers, green marketing, lectures on green homes and businesses, and content creation for Green Irene housewares

EARLY CAREER

TECHNICAL & ENVIRONMENTAL WRITER (1991–2004)

- **ViPS Healthcare Information Systems:** Designed, produced, and maintained user documentation and online training for flagship managed-care product; designed, wrote, and published power users' manual six months ahead of user demand; was selected to collaborate in ViPS/IBM/Oracle Medicare online training project
- **Environmental Elements Corporation:** Developed user manual templates for standard air pollution control systems; edited and proofread translated documentation of German flue-gas desulfurization system
- **Ferranti Healthcare Systems:** Designed, wrote and edited documentation for patient accounting and patient management systems; became the go-to writer for complex new documentation projects

VOLUNTEER EXPERIENCE

- **Co-producer | This Is My Brave Baltimore** – Co-interviewed, auditioned, and coached candidates; liaised with venues; led alliance marketing with national partners, filling venue to capacity
- **Secretary / Community Affairs Director | Woman Within Eastern USA** – Led crisis communications, coordinated events, promoted diversity trainings; co-created pioneering regional Bridge Committee with ManKind Project centers, later adopted nationwide

EDUCATION

- **Master of Arts – Applied Healing Arts** | Maryland University of Integrative Health
 - **Bachelor of Arts – English/Communications** | Notre Dame of Maryland University
 - **Certificates – Permaculture Design** | Earth Activist Training and Verge Permaculture
 - **Certificates – Online Copywriting and Accelerated Copywriting** | American Writers & Artists Institute
 - **Certificate – Technical Communications** | Goucher College
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