

---

**ELIZABETH WRAY**  
**STRATEGIC COMMUNICATIONS & DEVELOPMENT CAMPAIGN WRITER**

**Email: [elizabeth@elizabethwraywriter.com](mailto:elizabeth@elizabethwraywriter.com)**  
**257 Bronxville Road**  
**Bronxville, NY 10708**  
**(415) 279-6492**

**QUALIFICATIONS**

I bring to the table many years of creative and copywriting experience in a broad range of communications projects. I've written extensively in numerous fields, including education, health, the environment, and financial services—helping organizations and companies communicate who they are, what they do, and why it matters. I believe that every institution or company has a compelling story to tell, and it's my job to bring this story alive so that it engages, informs, and inspires every time it's told—whether in an organization's identity brochure or video, development campaign case statement, web site, or magazine article.

**SUMMARY OF EXPERIENCE**

- Freelance Copywriter, 1986-present
- Freelance Journalist, 1992 – present
- Playwright in Residence, Regional Theatres, 1980-86
- Wide-ranging experience with health, education, and environmental organizations, as well as Fortune 500 and start-up companies

**SKILLS**

- Strategic Communications Campaigns: Creative and Writing
- Development Marketing Campaigns: Creative and Writing
- General Communications/Marketing: Creative and Writing
- Video Script Writing
- Magazine Writing
- Web Site Content Development

**PROFESSIONAL EXPERIENCE (Selected Clients)**

**Strategic Communications Campaigns**

I work with clients to develop brand positioning and messaging, then translate it into specific creative executions, including taglines, brochures, video stories, and web sites.

- Created the tagline for a new university in southern California, Soka University of America, as well as their campaign for recruiting new students
- Wrote the 20<sup>th</sup> Anniversary book for 24 Hour Fitness and created a tagline, which they use throughout their fitness centers.
- Developed the tagline for Laudus Funds, a new premier fund group of Charles Schwab. Also wrote their executive overview brochure.

## **Development Marketing Campaigns**

As a development writer, I bring strategic and creative skills to shaping campaign themes, key messages, case statements, letters, articles, and other marketing materials.

- Wrote case brochure for Stanford's Cardiovascular Institute, a vital part of The Stanford Challenge campaign.
- Conceived and wrote signature case brochure for the Campaign for Claremont McKenna. For the college's new campus center, designed by Rafael Viñoly.
- Other development clients include American Diabetes Association, Planned Parenthood, Cal Academy of Sciences, UC Davis, University of Southern California, University of Massachusetts, CSU East Bay, Family Violence Prevention Fund.

## **General Communications/Marketing Writing**

My approach to developing high visibility communications projects draws upon storytelling to bring to life an institution's or company's history, current operations, and vision of the future.

- Wrote viewbooks and capabilities brochures for a wide range of education, health, and finance institutions and companies, including Claremont McKenna College, Stanford University, Pacific McGeorge School of Law, Loyola Law School, Embry-Riddle Aeronautical University, California State University East Bay, 24 Hour Fitness, Cell Therapeutics, and The Nature Conservancy.

## **Video Script Writing**

I write short video scripts for organizations and companies who are running social responsibility campaigns. Working with my words, Wondros, a media production company, creates astonishing videos. Wondros clients I write scripts for include: TED, Leukemia & Lymphoma Society, Natural Resources Defense Council, Guthy-Jackson Charitable Foundation, Indivo Health Record, Hewlett-Packard, TOMS Shoes.

## **Magazine Writing**

I write for national magazines and business journals, as well as for company newsletters.

- Feature-length magazine articles and ongoing columns have appeared in such journals as *Health*, *House Beautiful*, *Sierra*, *Alternative Medicine*, *Body + Soul*, *Via*, and *Performing Arts Journal*.

## **Education**

M.F.A., Poetry, Columbia University

B.A., English, Mills College