

Priscilla Mullins Duckworth

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[LinkedIn](#)

7316 Crossett Court
Canal Winchester, Ohio 43110
614-580-4703

Skills & Expertise: Editorial (developmental, instructional design, writing/ghost writing, copyediting, proofreading, indexing), Project Management, Print and eBook Publishing, Content Management Systems, Social Media, Financial Services (research, writing, editing), National Security (research, writing, editing), Curriculum Development, Strategic Planning, Microsoft Office Suite, Adobe Creative Suite

Recent Successes

Developmental Editing: Wrote and edited complete English course for Ocean County College. Created online college financial aid interactive course for the Tiger Woods Foundation. Successfully guided nonfiction authors Josette Russell (*Banking on Kanban*), Dr. Deane Waldman (5 eBooks on U.S. healthcare), and Colonel Carla Bass (*Write to Influence!*) from manuscript to publication, including print and eBooks. Successfully edited 775-page fiction draft down to 450-page novel for client Jeremy Leven (neurologist, novelist, screenwriter: *The Notebook*, *The Legend of Bagger Vance*, *Don Juan DeMarco*, and others).

Business Results: As Communications Manager, achieved 22% increase in Ohio Deferred Compensation's 457 plan enrollments, 41% increase in website page views, and 39% average email open rate (vs. 12% national average). My team won *Pensions & Investments* "2014 Eddy Award" for yearlong retirement income adequacy campaign.

Product Development & Marketing: Created first communications plans, marketing and branding policies, production schedules, editorial calendars, and 3-year benchmarking surveys for Ohio retirement systems. Wrote pension system's direct deposit plan, saving more than \$200,000 per year. Developed and marketed language arts products from concept to finished product for major publishers: McGraw-Hill, Glencoe, and Zaner-Bloser.

Education

Master of Arts (M.A.), The Ohio State University, Educational Theory and Practice Member, Phi Kappa Phi Honor Society

Bachelor of Science (B.S.), The Ohio State University, Education

Professional Experience

Feb. 1998-present: Owner, BrainWorks Communications

- Deliver meticulous project management, development, writing, and complete editorial services for fiction and nonfiction trade books, adult education and training, post-secondary and K-12 educational products, dissertations, and university press materials. Excellent multi-tasking skills with the ability to meet aggressive deadlines and deliver product within or under budget.
- Authored 2016 U.S. National Security online course for Alpha Omega Publications, including all research, writing, and post-secondary student projects for a 31-lesson course. Developmental edit of 2015 Department of Homeland Security (DHS) and law enforcement training materials (student and instructor): Advanced Law Enforcement Rapid Response Training (ALERRT): *Civilian Response to Active Shooter Events (CRASE)*.
- Recent clients: Tiger Woods Foundation; Agate Publishing; Discovery Education (Science Techbook); Wisewire; Fiction author Jeremy Leven; Nonfiction authors Colonel Carla Bass, Josette Russell, and Dr. Deane Waldman; LearningMate; Houghton Mifflin Harcourt; Harvard University; Department of Homeland Security; Texas State University; Alpha Omega Publications; OSU Department of Linguistics; McGraw-Hill; and Rock and Roll Hall of Fame.

Aug. 2009–April 2014: Communications Manager, Ohio Deferred Compensation

- Managed Ohio DC's communications strategies, social media, 4 websites, branding, publications, focus groups, surveys, and targeted email campaigns. Oversaw team on major participant website redesign, earning a Leadership Award from the National Association of Government Defined Contribution Administrators (NAGDCA).
- Led Ohio Retirement & Savings Awareness Initiative (ORSAI) team comprised of Communications Directors from all five Ohio pension systems, Attorney General's office, and Ohio Treasurer's office.
- Collaborated with executive management team, directors, service provider (Nationwide Ins.), and board members to increase 600,000 Ohio public employees' retirement contributions.
- Redesigned all print and online materials based on member and retiree survey responses.
- Developed PowerPoint presentations and wrote articles for monthly board updates, quarterly newsletters, and staff communications.
- Translated complex investment subject matter into understandable terms with accuracy.

June 2006–Aug. 2009: Communications Manager, School Employees Retirement System

- Managed all external communications, including publications, websites, branding, surveys, public relations, speeches, audio-visual presentations, and email campaigns.
- Collaborated with executive leadership team, directors, board members, and SMEs to increase public employee awareness of the pension system.
- Worked collaboratively with design team to redesign all print and online materials based on member and retiree survey responses.
- Quickly learned in-depth pension and health care plan information for communications.
- Wrote all website and newsletter articles, board meeting highlights, retirement manuals, and health care manuals.

2004–2006: National Product Manager, Zaner-Bloser (Highlights Publishing)

Product Development

- Responsible for 98% of ZB product line. Built brand equity and enhanced product value.
- Cultivated relationships with key decision makers to develop research plans and to target/position products. Recommended new products to be developed or acquired.
- Organized and led Product Advisory Teams (internal and external) and focus groups.
- Analyzed and presented recommendations to act on trends in related industries, national associations, and state Departments of Education.

Training & Supervision

- Supervised team of Marketing Analysts, Graphic Designers, and Assistants.
- Trained all Sales Consultants and Customer Service Associates monthly on product features/benefits and competitor strengths/weaknesses (SWOT).
- Presented new product launches and revisions at national/regional sales meetings.

Public Relations

- Served as ZB's media spokesperson, working with regional and national media.
- Developed ZB's communications strategies.

Creative

- Managed all promotion including website, email, print advertising, catalog, sample packaging, lead generation, mail campaigns, and product exhibits.
- Collaborated with creative teams to develop product branding and key selling points.

Budgeting

- Developed market estimates for business cases, analyzed market needs, and customer trends. Established all product pricing based on market/competitive analysis.
- Developed and managed product budgets and a \$3 million annual marketing budget.

2003-2004: Senior Editor, Zaner-Bloser (Highlights Publishing)

- Supervised in-house and language arts editorial staff, external writers, and developers.
- Completed all editorial tasks, including curriculum development, scope and sequences, and writing editorial guidelines.
- Developed K-12 language arts products to comply with all state curriculum standards.

1988-1998: Senior Editor (Language Arts); Merrill, Glencoe, and McGraw-Hill Publishing Companies

1983-1988: First-grade Teacher, Hamilton Local Schools

Professional Activities

- Editorial Freelancers Association (EFA)

Professional References: Recent Clients

Kate DeVivo

Vice President
Agate Publishing, Inc.
Evanston, IL 60202
devivo@agatepublishing.com

Josette Russell (author of *Banking on Kanban*,
business consultant)
Ninety Six, SC 29666
josette@dynamickanban.com

Colonel Carla Bass (author of *Write to Influence!*,
retired U.S. Air Force)
Marshall, VA 20115
carlabass@aol.com

Adam Frumkin
843 Dark Star Avenue
Gahanna, Ohio 43230

January 21, 2015

Dear Sir or Madam:

I would like to take this opportunity to offer a formal recommendation for Priscilla Duckworth. As a professional reference, I have had the pleasure of working with Priscilla and have known her for more than ten years.

She is an editorial, communications, marketing, and strategy professional that exceeds most minimum qualifications in her field, and in my opinion will exceed your expectations in every aspect of most positions. She is an exceptional employee.

As CIO of School Employees Retirement System of Ohio, she worked with me on many occasions to aid in the completion of my communications strategy across the diverse departments within the organization. I see Priscilla as a trusted resource and a very hands-on person to ensure completion and quality of every piece of communications that is delivered.

Priscilla takes a vested interest in all of her work, as a communications/marketing expert, she knows that what is communicated and how it is received, perceived, and the action taken is a reflection upon her ability and the person that she represents in her work.

Priscilla was very successful in her role with Ohio Deferred Compensation, being the central point of contact and author of all communication that went out to all of its Ohio Public Pension members. She aided in growing the acceptance of the brand and what it can do for its members.

I believe that you will find that Priscilla is very adept at every level within an organization from the front line employee to the boardroom. Priscilla is very good at planning communications and marketing, but understands change is inevitable and is flexible; she is able to move with the flow and create a positive aspect in her communications style. She also demonstrates a great amount of flexibility in her thought process and is able to think quickly on her feet while maintaining a level head and consistency in all the communications that she authors.

Please accept my sincere thanks for your time and consideration of my recommendation.

Sincerely,

Adam Frumkin
614.439.7620
a.frumkin@att.net