

William D. Sheridan

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OBJECTIVE • To apply my writing, editing and Internet experience as a freelance writer.

RECENT FREELANCE EXPERIENCE

Towson University, Towson, Md.

Contributor, Towson magazine (December 1999 to present)

- Research and write occasional feature articles for quarterly alumni magazine.

Maryland Technology Development Corporation, Columbia, Md.

Author, "Incubator Companies of the Year" publication (May 2004 to present)

- Research and write seven articles for a special publication announcing the annual Maryland Incubator Companies of the Year awards.

American Society of Association Executives, Washington, D.C.

Contributor, Association Management magazine (August 2002)

- Researched and co-wrote feature article targeted to association executives throughout the country.

PROFESSIONAL EXPERIENCE

Maryland Association of Certified Public Accountants, Towson, Md.

Electronic Communications Manager / Editor (October 2000 to present)

- Edit and organize content and write feature articles for association's bimonthly member magazine.
- Develop, write and edit Web-based editorial and marketing copy.
- Use this copy to produce e-newsletters targeted to specific audiences (members interested in tax, members in industry, etc.).
- Market these newsletters to state CPA societies throughout the U.S.
- Design Web pages in an HTML environment.

HCIA-Sachs, Baltimore, Md.

Internet Marketing Manager (April 1999 to October 2000)

- Oversaw editorial content of two corporate Web sites.
- Wrote marketing copy to promote various products and events.
- Designed Web pages in a Microsoft FrontPage environment.
- Coordinated mass e-mail promotion campaigns.

PROFESSIONAL EXPERIENCE, CONTINUED

CBS SportsLine (www.sportsline.com), Fort Lauderdale, Fla.

Editor (April 1997 to April 1999)

- Designed deadline-driven pages for nation's second largest sports Web site.
- Wrote lead-in articles to promote online packages.
- Edited copy from a team of local writers and three wire services.
- Developed "budget" of daily content strategies for 16 separate Internet "arenas."

The Gaston Gazette, Gastonia, N.C.

Assistant sports editor / city copy editor (April 1995 to April 1997)

- Coordinated the content of a daily sports section with a circulation of 45,000.
- Edited local and wire copy on strict deadlines; developed and assigned story ideas.
- Designed color and black-and-white pages, wrote headlines and supervised input from separate photography and creative design departments.

Greenhow Newspapers, Hornell, N.Y.

Features editor / Sunday editor (January 1991 to April 1995)

- Researched, wrote and designed at least one feature / human-interest article per issue.
- As Sunday editor, produced local edition and managed a staff of 10 reporters.

ADDITIONAL SKILLS

- Award-winning writing, editing and design skills.
- Experienced in Web design and navigation / content development.
- Proficient in Microsoft Office applications, HTML design and Quark Xpress.
- Skilled in photography, with some darkroom experience.

EDUCATION

State University of New York at Buffalo, Buffalo, N.Y.

Bachelor of arts degree in communication, May 1990

REFERENCES

Available upon request.