

Vanessa Tripodi
Writing & Editing Consultant
Peruse writing & editing
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Vanessa Tripodi, Peruse writing & editing—Contracts & Clients

Owner/operator, Peruse writing & editing August 2005 – present

- Initiating the set-up of my own small business which is run from home.
- Liaising with clients to discover their needs and the best way to meet them.
- Managing and monitoring the work quality and performance of my staff members to ensure they are happy in their position and working to the best of their ability.
- Working to deadlines and completing numerous jobs at once, these jobs include;

De Lisio Wines Online Presence April 2009 – present

- Researched and obtained the most beneficial website hosting, email marketing and online store software and programs for the business' needs.
- Input all product keywords, prices, images, details, promotions and tasting notes, including setting up a smooth checkout and delivery process for customers.
- Writing and editing all website copy for www.delisiowines.com.au, while maintaining relevant and updated content to ensure the website remains optimised and responding to customer enquires through the site.
- Researching, designing, writing, editing and distributing the email newsletter for subscribers, monitoring their enquiries and website usage as a result and rectifying failed deliveries.

Steel Framed Homes Website Copy January 2009 – present

- Obtained information about the company's products and services via email and phone interviews and compiled a website outline for the clients.
- Writing the website copy with a focus on the company's keywords and their search engine optimisation opportunities.
- Working with the client to keep the information updated to their skills, experience and services while planning for future online and printed marketing campaigns and opportunities.

Real Estate Profiles October 2008

- Worked with a real estate agent in Victoria to update their staff profiles with current information, photos, layouts and engaging and relevant text.

Virtual Assistant Text July 2008 – present

- Am working with a Virtual Assistant in Melbourne to compile her knowledge and skills in the industry into an interesting and informative book/magazine for other VAs, and those wishing to enter the profession.

- This includes working with my client to confirm her plans for the book, pointing out any omissions or additions and creating and compiling the text by liaising with designers, photographers and publishers.

De Lisio Wines Corporate Identity
July 2008 – present

- Worked with the clients to design and compile tasting notes and information sheets for each of their eight wine labels.
- This work also included creating order forms, price lists, and profile style overviews of the winery and the processes, in readiness for use on the company's new website.

Company Profile and Style Guide
May 2008 – present

- Initially working with the client to gather information and compile an up to date, relevant and easy to read company profile for their electricity supply design company.
- This led to the creation of a company Style Guide to maintain document and correspondence consistency and professionalism.
- I also review and edit correspondence, quotes, tender requests and forms on a regular basis.

Love Fine Art Website Copy and Blog Entries
September 2007 – present

- Write monthly 250 word keyword articles in relation to interior design, DIY decorating, budget decorating tips, handyman advice (i.e. painting tips) and design inspirations for a US artist's website at www.lovefineart.com.
- Write reviews and offer decorating and hanging advice for customers to display the artist's paintings and photographs.
- Write monthly 150 word blog entries about interior design and decorating, art printing methods for www.raleighgiclee.com and vintage art reviews and display suggestions.

Report Compilation
February – March 2007

- A client came to me with a grievance he wanted reported in a concise, powerful and easy to read way to be presented to the relevant government ministers.
- I was required to decipher and compile his notes on the subject into an appropriate format and style.

Chicken Soup for the Empty Nester's Soul
February 2007

- 'Chicken Soup' is a series of books covering a variety of different social groups and times of life. I compiled a submission from the accounts of my parents about their experiences when their children left home.
- This was not only a more creative piece, it also had to be engaging and evoke empathy with readers.

Money & More Magazine
January 2007

- I have written one article for this US based property, investment and money management magazine.
- I was required to research the topic of my article, interview experts via email and compile the article within the word limit.

Abbey Rock Wines Bi-monthly e-Newsletter
January 2007 – April 2008

- I was contracted to write articles about upcoming events at the Abbey Rock cellar door, reviews of past events and wine reviews. I was also required to edit articles written by the wine maker about the vineyard and the winery.
- I also compiled, designed, formatted, sent and monitored the e-Newsletter via an email newsletter administrative and design program.

Executive PA Magazine Australia
August 2007 – present

- This is a bi-monthly magazine based in the UK and launched in Australia.
- I receive a brief for 1 – 3 articles 200-1200 words long. I then research the article/s, conduct interviews via phone and email and compile the articles within the word limits.

Website Keyword Articles
July 2006 – present

- Writing 10-20 articles per day for a UK based limo hire company to enhance their search engine status, for example www.limobroker.co.uk/pages/articles/1920s-limos-1.htm.
- The company has over 200 sites which I write for and I must research, write, edit and upload these 300-400 word articles every day, with an emphasis on useful keywords and avoiding repetition.
- In 2008 this company expanded to host websites in the Accounting, Van Hire, Marquee Hire, Plumbing, Electrical, Hotel and B&B, Helicopter Hire, Mobile Bar Hire, Casino Table Hire and Publishing industries.
- This contract also includes supplying briefs to my staff members whose task is to write the same keyword articles under my direction.

Government Department Annual Reports
July 2006 – September 2008

- Liaising through the department's graphic designer, I have completed editing work on their Annual Report for 2005-06 and 2006-07 as well as internal documents such as a corporate plan.
- These documents are often large, 60-90 pages long, and must be edited in accordance with the department's style guide.

Caravan and Camping TV Show and Website Fact Sheets
March 2006 – June 2006

- Interviewing caravanning and camping experts or suppliers about their products and services featured in the weekly TV show. Also writing up regional reviews of the featured locations, <http://gocaravanandcampingsa.com.au/episodes/episode1/got-to-go-holiday.htm>
- Writing fact sheets to be posted on the show's website, and to be printed and sent to enquiring viewers.

Olive Oil Manuscript
February 2006 – present

- Assisting with research, printing and graphic design specifications for this privately funded and compiled book about boutique olive oil in South Australia.
- I am also required to edit the already written pieces as well as copy write connecting pieces.

*Sightseeing SA Tourism Magazine
November 2005 – June 2007*

- Contacting the representative of the event/destination I am writing about to obtain information, photos and quotes.
- Compiling two 300 – 600 word articles each month which will appeal to tourists and have the correct information in a fun and easy to read format.

*Corporate Documentation and Correspondence
Ongoing*

- An electricity supply company which contracts to ETSA regularly sends me documents to edit. These may include applications for tender, a search for tender, project applications or project reports.

Employment history

***Promotions Assistant, Caravan and Camping Industries Association of SA (CCIASA)
June 2004 – May 2005***

General Duties:

- General management of a small office environment, including answering phones, paying bills, operating MYOB accounting software and putting out the bin.
- Co-ordination of numerous events throughout the year, including the Annual General Meeting, Christmas Dinner and the role of Assistant Show Manager during events such as the Caravan, Camping and Off-Road Show in February, Caravan and Camping Mid-Year Sale in August and the Caravan and Camping Outdoor Sale in November.
- Completing financial tasks and competently operating MYOB Accounting software for the management of Association accounts. This included organising and filing incoming invoices and arranging their timely payment, as well as ensuring all accounts receivable were paid.
- Answering questions from the public and directing them to the correct area or retailer to solve their problem.
- Closely checked all correspondence out of the office for errors as well as writing much of it myself. This included minutes and agendas for Board Meetings and Annual General Meetings and writing and checking website content.

Writing and Editing Duties:

*Writing Show Report
March 2005*

- Making notes during the SA Caravan, Camping & Off-Road Show I helped organise, helped me to form a newsletter to send to those who exhibited.
- The newsletter reported the number of people that attended, comparisons to previous years and plans for the coming year.

*Writing Media Releases
January – February 2005*

- Identifying a topic of interest with regards to the upcoming SA Caravan, Camping & Off-Road Show and writing a media release targeting a specific audience to be printed in local newspapers.

Writing Show Prospectus
October 2004

- Highlighting the benefits of exhibiting at the Show to potential and previous exhibitors.
- Researching past figures of attendance and price lists to be included.
- Liaising with designers and printers to produce the final document.

Writing the SA Caravan & Camping Guide
October 2004 – January 2005

- Contacting those in the caravan and camping industry for information about their product or service.
- Condensing their information into short but informative articles aimed at introducing people to the Self-Drive holiday industry as well as updating seasoned travellers on new technology.
- Closely editing the information for spelling, grammatical and technical errors.
- Liaising with designers and printers to produce the final document.

Editing Wall Calendar
November 2004

- Closely checking the calendar to ensure the dates were correct for 2005 and that public holidays and alike were in the right place.
- Checking dates for upcoming board meetings as well as checking for spelling errors.

Writing Media Releases
November 2004

- Identifying a topic of interest with regards to the upcoming Caravan & Camping Outdoor Sale and writing a media release targeting a specific audience to be printed in local newspapers.

Compiling Minutes of the Annual General Meeting
August 2004

- Taking detailed and accurate notes during the Annual General Meeting.
- Compiling the notes into the form of minutes and distributing them to all who were present and invited.

Writing and Editing AGM Dinner Invitations
July 2004

- Contacting the venue to secure a menu. Re-typing the menu to be included with the invitation.
- Closely checking the final document to be sent including dates, times, venue and spelling.

Writing Media Releases
June – July 2004

- Identifying a topic of interest with regards to the upcoming Caravan & Camping Mid-Year Sale and writing a media release targeting a specific audience to be printed in local newspapers.

Writing the 2003-04 Annual Report
June 2004

- Researching company files for dates, events, figures and highlights of the previous year.
- Compiling an overview of each event, as well as incorporating financial reports.

- Closely editing the entire document and working with designers to complete the document on time.

Writing Show Prospectus
June 2004

- Highlighting the benefits of exhibiting at the Mid-Year Sale to potential and previous exhibitors.
- Researching past figures of attendance and price lists to be included.
- Liaising with designers and printers to produce the final document.

Volunteer Editor of Yearbook, Mitcham Girls High School
May – November 2003

- Paying close attention to details such as names of students and teachers, dates of events and proofreading all work for consistency across all 80 pages of the document.
- Liaising with teachers with regards to the suitability of content and placement.
- Liaising with students to ensure the meaning of their contributions is conveyed.
- Keeping track of the stages of the editing and the most recent copies of each page.
- Working to the deadline and guidelines of the printing company.

Professional qualifications

Institution MYOB Australia Training
Course Effective Bookkeeping and Efficient Processing
Completed October 2004

Institution MYOB Australia Training
Course MYOB Trouble shooting
Completed July 2004

Institution University of South Australia – Magill
Course Bachelor of Arts: Professional Writing and Communication
Completed 2003

Institution Mitcham Girls High School
Course South Australian Certificate of Education
Completed 2000

Additional skills

- I have used and relied on computers throughout my school and tertiary education and in my current working life. I am comfortable and confident using them and am proficient in the use of Microsoft Excel which I used for database management at the CCIASA and in my own business.
- I have used PowerPoint to aid oral presentations since my first year at University.
- I use Microsoft Publisher for my design and image based document creation projects. I also used Pagemaker for my Desktop Publishing courses at University.
- I use Microsoft Word for all text based documents and have a typing speed of 55 words per minute.
- I am therefore confident using all of the Microsoft Office applications and the new Office 2007 pack, as

well as being competent in the use of both Windows XP and Vista.

- I also took a course in my third year of University called Electronic Publishing on the Internet in which I learnt to create web pages, expand my knowledge of Internet Explorer and write in HTML code.
- Am proficient in the use of MYOB accounting software and its many functions as I was responsible for the CCIASA bookkeeping, payroll and general financial management.

Personal details

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