

Estelle Slootmaker

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I offer writing, editing and proofreading; social media, email campaigns and web content creation; desktop publishing of flyers, postcards, workbooks, brochures et al.; public relations function including media releases, PSAs and event management. My goal is to effectively convey the client's message to the target audience.

CURRENT CLIENTELE

IMAGE MEDIA GROUP, April 2017 to present

- Research, interview and write feature stories for [Rapid Growth Media](#) and [Michigan Nightlight](#).

[OUR KITCHEN TABLE](#), Communications manager, 2009 to present

- Handle all internal and external communications including event planning and promotions, Web, Facebook, feature stories, press releases, media interface, grant writing, reports, annual report, PowerPoints and desktop publishing (flyers, brochures, signage et al.).
- Develop and oversee execution of annual calendar of events (lecture series, gardening series, cooking series).
- Facilitate workshops and make conference presentations.
- Help administrate farmers' market, (Certified MIFMA Farmers' Market Manager).

GOLF COLLECTORS SOCIETY, 2011 to present

- Procure, edit and layout content for quarterly magazine, *Golf Collectors Society Bulletin*.

[STORYBENT CREATIVE](#), 2015 to present

- Blog posts, articles, social media posts, video scripts and brochure content for medical, healthcare, restaurant and banking industry.

KAREN MCDIARMID, book designer

- Line editing, young adult fiction

PAST CLIENTELE INCLUDE: *The Grand Rapids Press*; *Grand Rapids Magazine*; [Lacks Enterprises](#); RK Public Relations, Old Orchard Foods, *MVP Sports Illustrated*; *World Renew*; True Value Media; Trussell Advertising (director public relations); Baudville and many more since I founded my business in 1992.

VOLUNTEER SERVICE: [City of Wyoming Tree Commission](#) chair, present; [AS-IF](#) communications manager, present; Catholic Central High School, 2008—2013; Children's Opera Workshop, 2001—2007; The Literacy Center, 2014—2015; Horizons Community High School board president, 1998—2008; Cub and Brownie Scouts; Alliance for Women Entrepreneurs, board, 2005—2006; Interchange West Michigan, board, 1997—2000.

Please visit my Website, [Constellations.biz](#), for a more comprehensive listing of services and portfolio.