



ESTELLE SLOOTMAKER



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Effectively conveying the message to the target audience via: writing, editing and proofreading; social media, email campaigns, and web content creation; desktop publishing of flyers, postcards, workbooks, brochures et al.; and public relations function including media releases, PSAs, and event management.

CURRENT CLIENTS

[Our Kitchen Table](#), 2009 to present, Communications Manager

- Handle all internal/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, plan, and execute annual calendar of events (lecture, gardening, workshop, and cooking series).
- Facilitate workshops and make conference presentations on food justice.
- Help administrate/promote farmers' market, (Certified MIFMA Farmers' Market Manager).
- Represent OKT on the Grand Rapids Environmental Justice Collaborative.

[Issue Media Group](#)

- Development News Editor, [Rapid Growth Media](#)
- Journalist: Research, interview and write feature stories for all Michigan markets via [Rapid Growth Media](#), [Second Wave Media](#), and [Michigan Nightlight](#).

As well as:

- [West Michigan Sustainable Business Forum](#): Case studies, media releases, and social media posts
- Debra Sikanas: Project manager/writer for children's book.
- [Storybent Creative](#): Blog posts, articles, social media posts, video scripts and brochure content.
- [Karen McDiarmid](#), book designer: line editing, young adult fiction.
- [ArborPro Inc.](#): Edit municipal tree inventory reports.
- [People's Food Coop of Ann Arbor](#): Food justice instructor.

PAST CLIENTS/EMPLOYERS: *The Grand Rapids Press* (20+ years), *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 Inc., *Image Magazine*, *Cosmopolitan Home Magazine*, *Grand Rapids Family Magazine* and many more since I founded my business in 1992.

VOLUNTEER SERVICE: City of Wyoming Tree Commission "The Tree Amigos," chair, 2016 - 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.

EDUCATION: Bachelors' degree, English Literature, summa cum laude, Aquinas College, 1996.

REFERENCES

Karen McDiarmid, working relationship since 1990, mskarenmcd@gmail.com, 248-660-4299

Debra Sikanas, working relationship since 1997, dsikanas@sbcglobal.net, 616-822-8880

Leslie Hamilton, working relationship since 1999, leslieh@leslieh.com, (New Zealand)

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

