



Cheryl Laurent

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SUMMARY

A writer with technical knowledge, production experience and a light, collaborative working style

SKILLS

Writing and Editing

- Wrote an award-winning humor column for a monthly newsletter reaching 1,200+ readers
- Wrote copy as calendar editor and contributing editor for a non-profit network
- Wrote and edited event programs and promotional materials
- Edited a monthly newsletter which was distributed to 150 subscribers
- Created advertising and editorial layout for three weekly publications
- Created and distributed press releases
- Solicited contributions of prose, poetry, and artwork, including syndicated material

Printing

- Created and edited a variety of business documents for offset printing
- Recreated customer logos and artwork to maintain brand standards
- Scanned and edited photos and artwork for B&W and spot color reproduction

Organization and Problem-Solving

- Established and maintained a database of scholarship applicants
- Solicited and supervised a volunteer panel of essay judges
- Led a Kaizen team which reduced rework rates from 30% to 2%
- Organized customer data files to speed retrieval and reproduction
- Implemented solutions to pre-press problems to meet delivery requirements
- Developed a tool to eliminate post-print quality checks on routing numbers

Software

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat
- Quark Xpress, PageMaker, Freehand, Word, Excel, Outlook, PowerPoint, Publisher, Wordpress

EXPERIENCE

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| 2008-present | Columnist, Program Contributor, Minnesota Mensa, Minneapolis, MN |
| 2009-2010 | Calendar Editor, Contributing Editor, SHiFT, St. Paul, MN |
| 1996-2008 | Digital Pre-Press Operator, Curtis 1000, Hugo, MN |
| 1994-1995 | Graphic Artist, Knoxville Journal Express and Reminder, Knoxville, IA |
| 1993-1995 | Newsletter Editor, Central Iowa Mensa, Des Moines, IA |
| | Scholarship Program Coordinator, Central Iowa Mensa, Des Moines, IA |

EDUCATION

- University of Detroit-Mercy, Detroit, MI – B.S. Chemical Engineering
- Eastern Kentucky University, Richmond, KY – Business courses
- Metropolitan State University, St. Paul, MN – M.S. Technical Communication

