

Judy L. Marchman

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Writer / Editor / Content Marketing Provider

Creative and resourceful communications professional experienced in writing and editing for trade and association publications and nonfiction books, as well as B2B and B2C content creation, project management, quality control, and author/client relations.

- Copy Editing/Proofreading
 - Features Writing
 - Developmental/Substantive Editing
 - Magazine and Book Production
 - AP and CMS Style
 - Communications Project Management
 - Digital Strategy/Content Writing
 - Corporate Internal Communications
 - Event Management
 - Adobe InDesign/Acrobat Pro
 - Content Marketing Writing
 - Copywriting
 - Social Media/Blogging
 - Author/Client Relations
 - Photography
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PROFESSIONAL EXPERIENCE

Marchman Communications Freelance Writer/Editor Austin, Texas; Lexington, Kentucky

September 1998-Present

Develop and write business-to-consumer marketing content and blog posts for national client's family of websites. Write feature articles for various trade and association publications, including *Kentucky Monthly*, *Keeneland*, *Official Kentucky Derby Souvenir Magazine*, and *Texas Hospitals*. Copyedit the national bimonthly magazine, *American Racehorse*, and national quarterly magazine, *The Horsemen's Journal*. Edit nonfiction books for trade publication.

Key Accomplishments:

- **Developed client's in-house training manual**, translating its website content management system into layman's terms for sales account managers' use in assisting customers.
- **Edited the ebook, *New Home 101: Your Complete Guide to Buying and Building a New Home***, providing detailed manuscript feedback for the author.

State Bar of Texas, Austin, Texas Publications Manager, Communications

July 2007-September 2012
September 2011-September 2012

Served as Managing Editor of the *Texas Bar Journal*, association magazine of the State Bar of Texas. Supervised *Texas Bar Journal* staff in developing, editing, designing, and proofing magazine content. Prepared marketing collateral for various communications projects, including toolkits, video scripts, and digital content. Wrote speeches, talking points, blog posts, press releases, resolutions, and other communications materials for State Bar leadership. Provided event and logistics management for three State Bar standing committees.

Key Accomplishments:

- **Oversaw day-to-day operations, planning, and management** of the *Texas Bar Journal*, including administering a departmental budget of more than \$100,000.
- **Assisted 40 local bar associations** in establishing free legal advice clinics for veterans through the statewide program, *Texas Lawyers for Texas Veterans*.
- **Coordinated the State Bar Paralegals Committee's** yearly continuing legal education program.

Communications Project Manager

November 2009-September 2011

Served as the operations manager, writer, and editor with responsibilities for multiple communications projects, presidential initiatives, and special events. Wrote and edited materials for presidential initiatives and other communications projects, such as annual reports and event guides. Researched and wrote grants for various State Bar projects and initiatives. Prepared marketing and advertising copy for the State Bar Annual Meeting.

Key Accomplishments:

- **Researched, wrote, and won two \$20,000 grants** for the State Bar presidential initiative, *Texas Lawyers for Texas Veterans*.
- **Developed, wrote, and updated website content** for State Bar presidential initiatives, including *Texas Lawyers for Texas Veterans* and a law-related education project on U.S. Supreme Court rulings.
- **Implemented 3 YouTube video contests** as part of State Bar law-related public education activities.

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State Bar of Texas, Austin, Texas
Assistant Editor, *Texas Bar Journal*

July 2007-September 2012
July 2007-November 2009

Wrote and edited features and columns for the monthly *Texas Bar Journal*, as well as for State Bar special projects. Served as the operations manager, coordinating the quarterly *Texas Bar Journal* Board of Editors meetings, the classified advertising section, and the magazine subscription list.

Key Accomplishment:

- Created 3 public outreach toolkits on legal/civic topics for print and digital distribution.

Blood-Horse Publications, Lexington, Kentucky
Managing Editor, Eclipse Press

February 1993-May 2007
September 2004-May 2007

Oversaw operations of book publishing division and coordinated book development and production with art and production teams. Provided substantive and mechanical editing for complete, 125-title Eclipse Press list. Reviewed and selected manuscript submissions for publication. Created and maintained editorial content for Eclipse Press website. Maintained industry compliance with ISBN, U.S. Copyright, Library of Congress, and book distributor requirements. Copyedited and contributed to *Keeneland* magazine, the *Official Kentucky Derby Souvenir Magazine*, and the *Official Breeders' Cup Souvenir Magazine*.

Key Accomplishments:

- Ensured list of 12-15 books per year met all production, print, and distributor deadlines.
- Co-authored Eclipse Press titles *The Calumet Collection* and *Horse Racing's Top 100 Moments* (combined sales of nearly \$100,000).

Assistant Editor, Eclipse Press

September 1998-September 2004

Edited nonfiction book manuscripts and worked with authors throughout editorial process to ensure high-quality products. Worked with web designer on layout and content for initial Eclipse Press and Thoroughbred Legends websites. Contributed to and edited Eclipse Press' best-seller, *Thoroughbred Champions*, which went to 9 printings. Prepared book marketing collateral, including press releases, catalog and advertising copy, and other promotional pieces, and represented publisher at author events.

Key Accomplishment:

- Developed and edited 4 editions of the *Kentucky Derby Glasses Price Guide* (combined sales of more than \$100,000).

EDUCATION

University of Chicago, Continuing Professional Education seminars on manuscript editing and developmental editing.
University of Texas at Austin, Bachelor of Arts in Political Science with high honors, May 1992

COMMUNITY INVOLVEMENT

Women Communicators of Austin, Austin, Texas, Member, 2009-present
American Copy Editors Society, Member, 2014-present
Austin Free-net, Austin, Texas, Volunteer Computer Lab Trainer, 2013-present
LOPE Texas (Lone Star Outreach to Place Ex-Racers), Austin, Texas, Silent Auction Volunteer, 2007-present
The Thoroughbreds Professional Women's Group, Lexington, Kentucky
Secretary, 2006-07, and Silent Auction Committee, 2005-06 and 2006-07
Phi Beta Kappa Honor Society