

George Lorenzo's Resume (in brief)

1267 Joyce Lane/Ann Arbor, Michigan 48103 / Phone: 716-374-4878

Email: glorenzo62@gmail.com

NOTE:

I believe a resume and cover letter cannot adequately represent all the work I have accomplished as an entrepreneurial individual with more than 30 years experience conducting research, writing, editing, designing, curating, and publishing. Therefore, I strongly suggest you schedule an interview with me to discuss, in detail, how I can be a profound asset to your organization.

Work History

I have a vast and varied number of significant experiences as a producer of sophisticated, well-researched content on numerous levels. Please see showcase websites at www.understandingxyz.com and www.edpath.com, as well as my new entrepreneurial endeavor on aging at <https://www.oldanima.com>.

2000 to Current, Head Freelancer for Lorenzo Associates, Inc., Ann Arbor, Michigan

Well-published freelance feature and technical writer. Skilled producer of electronic newsletters, ebooks, special reports & blogs.

1998 to 2000, Marketing Director, Leica Microsystems, Depew, NY/Wetzlar, Germany

Managed everything related to marketing, advertising and public relations, including conference duties, for this ophthalmic instruments manufacturer (formerly Reichert Ophthalmic).

1990 to 1998, Sole Proprietor, Print Media Productions, Las Vegas, NV

Head producer and manager of print-focused advertising, marketing and public relations agency. Clients included casinos, banks, UNLV, real estate companies, etc.

1987 to 1990, Production Manager, Thomas & Mack Center, University of Nevada, Las Vegas

Managed all print-related projects for this 18,000-seat arena.

1986 to 1987, Director of Publications and Public Relations, SUNY at Canton

Managed all print-related projects and public relations for this small Ag & Tech college in upstate NY.

Education

1981 to 1985, Bachelor of Arts in English, University of Nevada Las Vegas

Worked on student newspaper and became editor-in-chief/awarded journalism scholarship. Interned as a feature writer for the *Las Vegas Review Journal*.

1985 to 1986, Attended graduate school in English with an emphasis in creative writing and was awarded a teaching assistantship in which I taught English 101 for two semesters.

Skills

Capable of using Adobe software products (InDesign, Photoshop & Illustrator), Microsoft suite of products, Google suite of products, WordPress, variety of newsletter software, and variety of business organizational programs.

Can write and design feature articles, in-depth reports, and essays; blog posts; and Twitter, Facebook, and LinkedIn posts. Can create and manage all content- production projects and photo shoots. Have managed some video productions but still learning in this particular area.

Strong interview skills. I've interviewed several thousand people over the years.