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# Profile of Lori Zimmermann

## Freelance Writer

[www.lzcommunications.com](http://www.lzcommunications.com)

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### Summary

I am an experienced, skilled, and dependable writer with more than 15 years of experience in business communications. I am particularly adept at transforming disorganized information or researching disparate sources to develop clear, concise, and user-friendly materials.

I deliver quality work, always on time and within budget. I work well independently but enjoy collaborating with a team.

### Skills and Expertise

I have extensive experience in the following areas:

- Grant writing
- Non-fiction writing
- Commercial/marketing writing
- Communications consulting
- Technical writing
- Editing and proofreading
- Document design and layout

I am an expert or highly proficient in the following software:

- Adobe PageMaker
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Acrobat
- FileMaker Pro
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint

### Experience and Qualifications

BA Political Science, 1981  
University of California, Santa Barbara

### Non-Fiction Writing

I have had more than 20 articles and 28 sets of photo captions published in Starwood Hotels Magazine. I have written numerous how-to articles and several interview articles for business publications.

### Commercial Writing, Grant Writing and Document Design

I have written and designed hundreds of documents, including operations manuals, policies and procedures manuals, instruction manuals, newsletters, advertorials, sales sheets, brochures, case studies, proposals, presentations, checklists, forms, customer guides, memos, letters, product management

kits, posters, and more. I have recently been conducting grant research and writing test letters and grant proposals for a local non-profit organization. I served as the editor of Kinko's 24-page monthly employee newsletter for five years: I ghostwrote articles for Kinko's CEO and president; edited all submitted articles; wrote feature articles and interviews; planned the publication's editorial calendar; performed all layout; and coordinated production and distribution.

### General Business

I co-planned several annual meetings (week-long event for 2,500 people), managing a team of 95 corporate office co-workers before and during events in several cities; planned and managed numerous meetings for 30-50 participants in cities across the country; managed an extensive retail mystery shopper program; made presentations to the board of directors and various committees; developed and managed an employee scholarship program; coordinated a program to improve employee morale; trained new employees; and designed custom FileMaker Pro databases. I represented a city in small claims court and recorded and transcribed meeting minutes for an Architectural Review Board, Planning Commission, and City Council.

### References

Maggie McMurray, former senior project manager, Kinko's, Inc.  
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