

DONNA PAPACOSTA
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COMMUNICATIONS CONSULTANT

August 1985 – present

Skilled at researching, writing and delivering concise, persuasive information in online, print and audio formats. A specialist in creating employee communications that reinforce corporate values, and marketing materials that build client relationships.

Corporate/government communications/marketing communications

Develop, write and edit articles, newsletters (internal and external), scripts, Web sites, sales letters, brochures, reports, speeches, marketing literature, white papers and more. Solid project management skills to handle an assignment from first meeting to publication. Specialize in translating technical or difficult material into readable prose.

New media consulting

Help clients to use Web sites, blogs and podcasts to communicate more successfully with clients, prospects, employees and other stakeholders. Produce *Trafcom News*, a blog about communications, and the *Trafcom News Podcast*, which have attracted subscribers from all over the world.

Teaching

Create and lead workshops and Webinars about writing, editing, blogging and podcasting.

Technical skills

Knowledge of basic HTML; experience creating e-newsletters, blogs, podcasts; expertise in building meta-tags and “search-friendly” Web copy; professional voice-over skills.

OTHER BUSINESS EXPERIENCE

From 1980 to 1985, worked as a systems analyst in Toronto and New York. Succeeded in conducting analysis, designing systems, training end users.

EDUCATION

Certificate in Magazine Journalism, Ryerson Polytechnic University, Toronto, Ontario, 1988.

Masters in Public Administration, New York University, New York, New York, 1980.

Bachelor of Arts, *summa cum laude*, Iona College, New Rochelle, New York, 1977.

COMMUNITY AND PROFESSIONAL ACTIVITIES

Member, International Association of Business Communicators

Past president and current member, Halton-Peel Communications Association

Member, Oakville Chamber of Commerce

Member, Company of Women