

Dear Hiring Team,

Thank you for your interest in my potential candidacy for your open position. For some 20 years, I've been a writing, editing, communications, creative marketing and brand-development professional serving clients, employers and educational presentation attendees from an array of industries with a diverse and synergistic skill set. This includes but is not limited to:

- Newspaper and magazine writing/reporting.
- Copy/content development for nearly *all* purposes, including within the realms of advertising, product descriptions, content marketing, website copy, social and email campaigns, newsletters and more.
- Script writing.
- Book writing and editing; coaching and instructing writers and authors.
- Media-relations and outreach (press release development and distribution and more).
- Website design, management and copy/content writing.
- Talk-radio hosting and commercial voice work.
- Customer and user relations, experience (UX) and support; related technical writing.
- Online course development and management.
- Creating and delivering communication trainings and educational presentations on business messaging, media-relations, DIY website design/build/management and more.

By nature, I am equally big-picture and fine-detail oriented, as much a creative and analytical visionary as attentive to the details of execution. I work well both independently/autonomously and collaboratively; I'm an astute dot-connector for recognizing opportunities and a champion for good people, organizations and objectives.

Professionally, my skillset, knowledge and expertise typically span the roles of multiple people. My wheels are always spinning around how these attributes can help support and further a client's or employer's objectives and ability to excel in serving its target market(s). In many ways I consider myself a bridge between internal business and the external marketplace or audience, and my customer-relations mindset is always in motion. To me, "business is personal." It always has been. And I believe that your target market appreciates that mindset.

For years I taught businesspeople about writing for business, including for PR/media-relations. The material from all those workshops is now the material for **my forthcoming book on the topic** (in the works since 2013). **The underlying premise** for all of it is: **"Your written and spoken public messages must reflect the level of professionalism and attention to detail that people can expect to find in all other areas of your business."** (©2013, Nora Firestone, *The \$10,000 Apostrophe*.) Hence, on the job, I save companies money by writing compelling copy that doesn't require editing (and that attracts consumers who recognize the difference).

You'll find my résumé on the following pages, beginning with a summary of the two full-time jobs I have enjoyed in recent years. Then, for a fuller picture of the diversity, synergy and relevant transference of my skills, it summarizes work-history details based on decades of experience as an independent services provider.

Being a sole proprietor for most of my career enabled me to work around my then-growing family's needs, which is no longer necessary. I prefer now to devote the time to a single organization where like-minded professionals work together to support and serve one another, our organization, our market and our industry with excellence.

If you consider me a potential candidate for the job, **please phone me** at your earliest convenience. I look forward to learning more about your vision, people, needs, and current and future objectives and sharing how I might contribute in support of it all. I'm happy to provide references, examples and more detail upon request.

Sincerely,

Nora Firestone

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**"You're amazing. I'll help you prove it."™**

# Nora Firestone

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*"You're amazing. I'll help you prove it."™*

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## Professional Summary

*Creative, visionary, detail-oriented and energetic professional possessing excellent communication and interpersonal-professional relationship skills, a diverse and synergistic cross-departmental skillset, and 20+ years' experience serving clients, employers and educational presentation attendees from an array of industries. Expertise spans journalism, brand messaging, and copy, content, and book writing and editing; instructional writing and presenting; PR/media-relations; customer-relations and support; website design/management and various related realms of business and marketing.*

## Recent Work Experience (Full-time Employment)

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### Rellify, Inc. | Virginia Beach, VA

#### Content Editor | June 2022 – February 2024

Rellify is a U.S.- and Germany-based content development/marketing services and software-as-a-service product provider (all with inherent emphasis on strategic topic ideation and search-engine optimization). My official title does not reflect my more diverse role, which included but was not limited to:

- Led the production and delivery of 10+ engaging articles weekly for Rellify's largest client in the content services department. My work played a key role in end-of-contract client renewal/retention. Responsibilities included:
  - Directing and managing editorial schedule, workflow and hired writers; writing briefs, etc.
  - Proofreading and editing content for proper grammar, punctuation, accuracy, SEO and other essential elements of well-developed helpful content for competitive advantage in the market and measurable increases in website traffic and brand authority.
- Copywriting, content editing and brand messaging for Rellify's own U.S. sales and marketing efforts, including video scripts, website content, email and social media copy and more, to help increase brand awareness and lead generation.
- Collaborating with Rellify's product development team, providing valuable user-experience insights, testing, recommendations and more.
- Customer/end-user support: assisting Rellify SaaS customers and hired writers with product use and success.

### SOF Spoken (Jason Redman) | Chesapeake, VA

#### December 2020 – January 2022,

Retired Navy SEAL Lt. Jason Redman is a well-known wounded veteran turned professional speaker and bestselling author. Duties included:

- Writing blog, web, sales and marketing content, including for: course <https://getoffx.com/the-overcome-mindset-online-course-by-jason-redman/> and product descriptions <https://getoffx.com/product/jr-no-bad-days-skull-ornament/>, e-books, promotional video scripts, thought-leadership pieces, customer-journey emails, email and social-media campaigns, book and website editing and more.
- PR/media-relations and -outreach, including ongoing press release development and distribution, which garnered local media coverage and secured Redman this interview on Lewis Howes' acclaimed *The School of Greatness* podcast: <https://www.youtube.com/watch?v=Wyz6fPPEUg8>
- Establishing, developing and managing a brand-new online-courses division, including:
  - Course creation: strategized, created and developed new, extended and ancillary/supportive content and built the first year's worth of online courses.
  - Course and platform management: the numerous facets of learning-management system (LMS) platform and related WordPress site and integrations management.

- Press releases and promotional material.
- Supporting customer success from course purchase to completion and after-care by leveraging and maintaining customer-relations, morale and positive user experience, enhancing overall enrollment, completion and satisfaction rates.
- Development of team and course-taker surveys; ongoing internal testing, maintenance, technical writing and content updates as needed, all for quality assurance pertaining to course goals, functionality and everything in my power to help create a positively outstanding customer experience.

## Professional Background/Experience (Self-employed)

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### Self-employed | Virginia Beach, VA

#### Writer, Editor, Creative Marketing Professional | 2011 - 2024

Examples and references available upon request. Professional skills and assets applied on a consistent, ongoing basis included (to varying extents) but were not limited to:

- Brand concepts and strategies, including visuals, taglines, and essential brand messaging and storytelling; YouTube thumbnails and channel management; highlighting organizations' uniqueness and specialties to raise brand visibility and awareness.
- Meticulous attention to detail, ensuring proper grammar, punctuation, capitalization, style, voice, brand consistency, fact-checking, and clarity and accuracy in communication.
- Continuous copywriting, proofreading, editing and content creation for print and digital branding, sales and marketing, customer-relations, technical support and other facets of marketing and development includes: professional articles; books; content-marketing development, editing and management; company taglines; bios and boilerplates; web-page content (and SEO); product descriptions; audio, video and commercial ad scripting; email outreach and campaigns; survey development, distribution and (basic) analysis; annual report magazines and company newsletter content designed to appeal to customers, philanthropists and donors; brochures, banners, flyers and trade-show materials; and more.
- PR/media-relations and outreach: development and distribution of newsworthy press releases for media coverage of events and subject-matter expert perspectives; development, ghost-writing and distribution of guest/expert/thought-leadership columns on behalf of clients and employers for reputable outlets.
- Website design, management and content creation, including elements of SEO.
- Developing creative marketing and strategic partnership initiatives (Sherwin-Williams onsite consumer workshops; S.W., SkimStone and FrogTape promotion in DIY contest; independent school student-run radio course; builder-Realtor open house, etc.) which increased new and existing business, revenue and industry/market recognition for partners.

## News Reporting, Media and Authorship

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### Newspapers, Magazines, Books and Advertorial Publications | Hampton Roads, VA

#### Reporter, Author | 2006 - 2017

Essential job skills and requirements included: excellent interview, writing, editing and storytelling skills, including creativity and command of proper (AP-style) grammar, punctuation, story organization and more; intellectual curiosity; the right combination of intuitive, interpersonal, creative and intellectual proclivity to learn people, subjects and the stories and inspiration behind them quickly and deeply; the ability to convey timely and relevant information and essential details to audiences with accuracy, brevity, interest, authority and newsworthiness; the ability to work well with interviewees/sources, photographers and editors.

**2006 – 2017: Writer/reporter** for *The Virginian-Pilot* and *Inside Business* newspapers and *Inside Leadership* magazine (rebranded as *Inside Business Quarterly*). I covered an array of subjects, including: community news, human interest, business and business leadership, and home construction, remodeling, building science, lifestyle design and trends and more.

**Writing for additional outlets and purposes** has included: *Inside Business'* special-publication and advertising department; miscellaneous branded periodic annual-report-type publications developed for various non-profit organizations, local and regional municipalities and for-profit companies of all sizes; local magazines not mentioned here. I've also been a periodic guest/expert columnist for *Inside Business* and others.

#### **Books, my own:**

**2013 – Present:** “The \$10,000 Apostrophe: How to Avoid Some of the Most Common Errors in Your Written and Spoken Public Messages and Why It’s Essential to Do So” (working subtitle), based upon decades of writing, business and marketing experience, observation and expertise and my related instructional/educational writing, website, and marketing workshops and presentations for business people.

#### **Books, commissioned:**

**2019:** “Deploying High: The Man, the Mission, and the Story Behind Project Lifesaver International, the Leading Force in Special-Focus Search-and-Rescue for the Cognitively Impaired,” commissioned by Project Lifesaver International and published by Koehler Books.

**2015:** “A History of Optometry in Tidewater, Virginia,” commissioned by Tidewater Optometric Society and published internally.

#### **WKQA Radio | Norfolk, VA**

##### **(Independent) Talk-Radio Host, Voice Talent, Script Writing | 2015 - 2020**

Included weekly (and sometimes twice weekly) live talk-radio show broadcast. Specific skills/abilities applied:

- Show theme/concept selection and development.
- Script writing, interviewing and storytelling.
- Voiceovers for commercials, liners, etc.
- Live on-air broadcasting; show host/personality and interviewing guest experts; developing and delivering 60-minute monologues as needed.
- Engaging and educating audiences.
- Show and station promotion.

## **Miscellaneous Initiatives and Accomplishments**

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Upon request, I’m happy to provide details of specific initiatives and accomplishments, including:

- **“Step-by-Step Presentations” educational workshops and coaching** on writing, media-relations, website design and more: Hosts and attendees to benefit from my work have included Hampton Roads Chamber of Commerce’s Business Education Series; Sherwin-Williams and SkimStone; local home owners; business people; numerous writers, authors and their associations; international volunteer associations and agents; others.
- **Design:** home-project development, production, teaching, synergistic initiatives and awards; grand-prize winner of FrogTape’s inaugural *Earn Your Stripes* DIY room-makeover contest: <https://www.businesswire.com/news/home/20110713005273/en/FrogTape%C2%AE-Winners-%E2%80%9CEarn-Their-Stripes%E2%80%9D>
- **Local private school:** Conceived of, developed and taught a real-world-experience student-run talk-radio class.
- **Additional recognition, special selections and associations:** Of some 1,000 applicants, I was one of 80 Weebly power users selected to be an official Weebly ambassador; certified Master Gardener, etc.

## **Character, Values, Personality and Attributes**

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**General personal-professional soft skills and attributes include:**

- Honesty, integrity, diligence, thoughtfulness, perseverance.
- Excellent interpersonal skills; a “people person” for whom a genuine interest in others — who they are, what they do, and why — drives an inclination to tune in to their needs, concerns and stories and assist them in their personal and professional objectives.
- Strong, longstanding personal and professional relationships.
- Excellent broad-scope written and spoken communication skills include: outstanding listening, inquiry and interview skills; command of proper (AP-style) grammar, punctuation, information relevance; concept and content development and delivery according to what’s relevant to recipients/clients/audiences.
- Natural, astute and ongoing dot connector and promoter/ambassador for good people, organizations, initiatives, etc. Recognition of individuals’ and organizations’ outstanding strengths and offerings, current and future objectives, and current and prospective markets/audiences. Ability to promote and capitalize on the strengths of their specialties.
- 20-plus years’ professional writing, communications and marketing experience; practical knowledge of SEO.
- Additional personality attributes include being: positive, energetic, patient, organized, authentic, down-to-earth; caring, approachable, receptive and astute; understanding of others’ needs, concerns and objectives; natural at instilling confidence, encouragement, alternative perspectives and optimism and serving others with respect, enthusiasm and confidence in attaining their goals.
- Creative, analytical, solution-oriented and original thinking; innovative and industrious problem-solving; I take initiative and leadership roles naturally and confidently when/as appropriate.
- Working as well autonomously/independently as collaboratively, with genuine respect and appreciation for the contributions of all involved and with great regard for each of us as individuals and as essential members of a team with remarkable potential.
- Technology: Relatively diverse and savvy, always open to learning more.
- A fan of vendor/exhibition trade shows and events; will represent the organization as needed.
- **Ongoing intellectual and creative curiosity and pursuit.** Anything for which I don’t already have knowledge and experience, I look forward to learning.

## Integrity Statement

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### “Diversity, equity and inclusion”

- I believe in equality among individuals accountable for their decisions, which is different from “equity.”
- I am not SWaM-certified, nor do I take advantage of or care for affirmative-action and certain aspects of so-called “diversity, equity and inclusion” initiatives because ...
- Just as I am opposed to people being *oppressed* based on ethnicity, gender and other irrelevant characteristics, I am opposed to people being *advanced* based on ethnicity, gender and other irrelevant characteristics.
- I value meaningful and merit-based personal-professional characteristics pertaining to such things as knowledge, skills, capabilities, attitude, mindset, behavior, intentions, virtue, willingness to learn and “due respect” among sovereign individuals.

### Sovereignty

I am a proponent of true pro-American philosophy and principles. I will not knowingly/willingly aid in the promotion of people and activities who/that promote socialist, communist, globalist, technocratic, so-called “woke” and other anti-American people, behaviors, agendas and initiatives.\*

### “Giving back”

I believe in “giving back” to my clients by not taking too much from them in the first place. I see no virtue in overcharging one person in order to turn that excess over to someone else who hasn’t earned it and then showcase myself as someone who “gives back.” Instead I trust that my customers know how to spend, save and share their money according to their own morals and values, and I don’t believe that’s any of my business. I

believe that if everyone earning money could keep more of it, they would be able to provide for their own obligations and make the choices that are right for them as individuals, as families, and as supporters of the causes of their choices, not mine. Meanwhile, I'll quietly support what I value most.

\*For example, I respect the principles of individual and national sovereignty; therefore:

- The sexual-relationship preferences of consenting adults are, and shall remain, none of my business. I will neither condone, demonize, celebrate, be “educated” on, nor aid in the promotion or oppression of the private and legal intimate-relationship choices of and among consenting adults, nor shall I be forced to think about or embrace them. Furthermore, I consider the ushering of so-called “pride” initiatives into the workplace distracting, passive-aggressive and egregiously counterproductive.
- I oppose government and organizational mandates and coercion of a social-engineering nature — e.g., covid-19 “vaccination” and thought-police protocols and biological men being permitted to force themselves on women’s competitive leagues.
- I oppose government corruption and criminality, including the facilitation and political exploitation of illegal immigration.