

*"Writing is not writing skills,
but knowing how to see."*

Carolyn Chute

The ability to communicate effectively is the single most essential ingredient in a successful business venture. Surprisingly, however, this is the area that has been most neglected in business today. As we rely more and more on technology to convey our thoughts and ideas, we stray further and further from the creative process; that singular voice that distinguishes us from all others in an arena that sorely lacks individual expression.

Within each of us is a voice that needs to be heard, that can reach more people, promote greater understanding, stimulate new forms of thought, and, in the end, achieve success. To accomplish this goal, I offer my services as a professional writer, PR specialist, and project manager.

Whether your needs are great or small, I am your partner in achieving the ultimate expression of who you are and in defining your place in the business world.

*Businesses and non-profit organizations
that have benefited from my services.*

Atkinson Candy Company
Blue Wheel Bicycles
Boys & Girls Club
BreadWorks Bakery & Deli
Brenda Bendel Skin Care Salon
Charlie Club Fitness Centers
Communication Disorders Foundation of Virginia
Computers4Kids
Dominics Finer Foods
Gold Violin
Healing Options
Ideal School Supply Co.
Krueger Asset Management Ltd.
Lake Bluff Health Care Center
M & M Orthopaedics, Ltd.
Marionjoy Rehabilitation Center
Mark Hackley, Country Singer/Songwriter
Monticello: A Gift Collection
Parent & Childbirth Education Society
Phillips Communications & Equipment
Piedmont Virginia Community College
Plow & Hearth
Service Corps of Retired Executives (SCORE)
St. Gabriel Laboratories
The Beverly Banks
The Museum Company
The Thomas Jefferson Foundation
University of Virginia
Wescom/Rockwell International
Weidmuller, Inc.
Women's Health Virginia
WorkSource Enterprises
Zephyrus

Joanne Di Maggio
Writing—Media—Publishing
2008 Locke Lane
Charlottesville, VA 22911

Joanne Di Maggio



Writing • Media • Publishing



(434) 242-7348

www.joannedimaggio.com

Professional Profile

- 25 years experience in writing, advertising, public relations, and marketing in both corporate and freelance environments.
- Author of *Charlottesville: A Contemporary Portrait*, a coffee-table book sponsored by the Chamber of Commerce, March 2002.
- Senior editor, *Let'sGo! Guide*.
- Co-publisher, writer and editor of *It's A Good Life!* magazine.
- Feature writer for national magazines and newspapers, as well as ongoing features and columns in local publications: *The Real Estate Weekly*; *Charlottesville House & Home Magazine*; *The Daily Progress*; *Images of Charlottesville*; *Nelson County Life*; *Albemarle Family Magazine*; *Flavor Magazine* and *The Next50 Magazine*.
- Feature correspondent for *The Daily Herald* newspaper chain, Wheaton, IL and *The Journal* newspaper chain, Lemont, IL; and ghost writer for "Accent on Living," a syndicated column.
- Author/publisher of Spirit Song, award-winning line of inspirational greeting cards.
- Co-founder of Haley & DiMaggio, a corporate communications consulting business.
- Developer of in-house ad agencies and PR Departments in corporate environments.
- Communications Coordinator for Travel Guide Publications publishers of *La Belle France* and *Golf Odyssey* international newsletters
- Account Executive/PR Specialist for Probe, Inc., advertising and marketing agency.
- Assistant Editor, Aspen Publishers, Inc.

Projecting your vision through the written word.



- **Ads**
Clever copy—eye-catching design
- **Advertorials**
Expanded ads that tell a story
- **Annual Reports**
The year's highlights and stats
- **Brochures, fliers, booklets**
Portable, leave-behind sales tools
- **Catalog Copy**
Concise copy that informs and sells
- **Commercials (Radio & TV)**
15-30-60 minute creative, memorable ads
- **Corporate & Institutional Histories**
Your vision in story format
- **Direct Mail**
Reaching your target audience
- **Editing/Proofreading**
Articles, letters, reports and other material
- **Family Histories**
Keepsake for generations to come
- **Feature Articles**
Promotional pieces in consumer/trade publications
- **Media Research & Database**
Finding the right media for you
- **Media Placement**
Print ads or broadcast commercials
- **Newsletters**
Corporate, employee, consumer, or organizational
- **Press Kits**
Promotional packages that tell your story
- **Press Releases**
News that editors want to publish
- **Project Management**
See the project through to completion with the results you want.
- **Public Service Announcements (PSAs)**
News bits for radio and television
- **Rewrites**
When it's good, but not good enough
- **Transcriptions (Manuscripts & Audio Tapes)**
Accurate—word for word
- **Web Page Writing & Editing**
Fewer words—greater impact



Client Accolades

"This is a really great and really well-written article. Not everyone in the broader field of media approaches their work in the way that you do, and that is a very high compliment to you."

Eric Vettel, Ph.D., Executive Director,
Woodrow Wilson Presidential Library

"You always do such great work, are easy to work with, and have made our newsletters worth reading." . . .

Kala Somerville, Director, Computers4Kids

"I am the managing editor for North America's largest publisher of regional coffee-table books that showcase various cities and regions throughout the U.S. and Canada. The manuscript Joanne submitted was exhaustively researched, factually accurate, and remarkably fluid. In fact, I could easily describe it as one of the best manuscripts my company has ever received."

Kurt R. Niland, Managing Editor,
Community Communications, Inc.

"Joanne is a blessing to anyone who has the opportunity to work with her. When she interviews you, she is able to discern who you are, what you have to offer and capture your essence on paper. She presents you and your practice as you truly are. She is a joy to work with. I have been using the brochure she designed for me for years—minimal changes to it over the years. She is a gifted writer and professional. I would highly recommend her."

Mary Ann Grant-Fosco, MS, Psychotherapist

"Joanne met our very tight deadlines; she quickly grasped the objectives of the assignment; she thoroughly researched the topics needing additional information; she was extremely flexible as priorities changed; and she delivered a terrific first draft. Her second draft was usually the final version, an accomplishment few writers can claim."

Sue Bates, former Director of Museum Sales,
Monticello

"As I was reading [your e-mail], a man called to ask questions about the station and said he learned about us from the article [you wrote] in *The Real Estate Weekly*...dag nabbit, I reckon this advertising stuff works!" ...

Chuck Taylor, General Manager,
WTJU 91.1FM

"Joanne's creative approach to every possible marketing strategy gave me the visibility and 'voice' I needed to reach my audience. Her talents combined with her experience and wisdom are like having your own "master mind summit" at your disposal."

Karen Cersley, Cersley Design