

JODIE A. TOOHEY

jodie@wordsywoman.com

EDUCATION:

University of Iowa Tippie School of Management
Masters of Business Administration with Distinction
December 2014
Emphasis: Marketing and Strategy
GPA: 3.91 on a 4.00 scale

Scott Community College, Bettendorf, IA
Marketing Certificate
May 2011
GPA: 4.00 on a 4.00 scale

Elgin Community College, Elgin, IL
Basic Vocational Certificate in Paralegal with High Honors
December 2000
Emphasis: Litigation, Real Estate, Family Law, Research, and Law Office
Management
GPA: 3.85 on a 4.00 scale

Iowa State University, Ames, IA
B.S. in Community and Regional Planning with Honors and Distinction
May 1996
Emphasis: Historic Preservation, Urban Design, and Writing
GPA: 3.63 on a 4.00 scale

WORK EXPERIENCE:

- 06/20-9/21 McDonald, Woodward, & Carlson, Davenport, IA; Contract Paralegal
- Summarize medical records and bills and analyze the same to tell the patient's story to assist attorneys with representing clients
- 11/15-Present Owner, 918studio press and Legacy Book Press
- Manage publication process from acquisition through final publication and marketing, including editing manuscripts
 - Create and maintain website for publishing company
 - Maintain social media channels for business
- 5/15-6/19 Davenport Community Schools, Davenport, IA; Writer/Content Manager
- Write and edit good news stories for web and social media distribution
 - Manage content on GreatSchools.org website
 - Write and edit content for annual state of the district report
 - Work with staff to improve written website content

- 1/10-Present Self-Employed (Wordsy Woman), Freelance Writer, Editor, and Marketer
- Write web copy, articles, and other marketing materials
 - Creative writing and copyediting in poetry, non-fiction, and fiction formats as well as graduate theses
 - Teach workshops on creative writing techniques and book marketing
 - Help authors plan their book marketing strategies
 - Format interior portions of novels, poetry, and other manuscripts
 - Build and update websites for author clients
 - Speak on panels about writing, book marketing, publishing, and historical fiction
- 1/13-12/15 Midwest Writing Center (MWC), Davenport, IA
Contract Marketer
- Managed brand to promote event attendance and membership
 - Created monthly e-newsletter and annual e-magazine
 - Developed strategic mini-marketing plans for several events
 - Provided marketing support in non-profit environment
- 6/11-10/11 Midwest Writing Center, Davenport, IA
Operations Manager
- Managed day-to-day operations of non-profit organization
 - Planned and created marketing materials including print ads, newsletters, blogs, press releases, and social networking updates
 - Supervised and directed volunteers and interns
- 4/01-1/10 Lane & Waterman LLP, Law Firm, Davenport, IA
Paralegal
- Assisted attorneys in all phases of civil cases from drafting of initial pleadings through trial
 - Interviewed witnesses for varied cases from slip and falls through asbestos litigation witnesses
 - Drafted numerous position statements for employer clients in discrimination cases
 - Organized, managed, and analyzed voluminous documents in wide range of case types
- 6/00-2/01 Robert C. Lake, Real Estate Attorney, Wheaton, IL
Part Time Legal Assistant
- Processed Real Estate Closing files
 - Ensured Attorney Review, Home Inspection, and Contingency dates were met
 - Answered clients' basic questions regarding the real estate transaction process
 - Reviewed and cleared Title Commitments

- 9/97-11/99 Will County Land Use Department, Planning Division, Joliet, IL
Administrative Planning Assistant
- Created ordinances for approved zoning amendment cases
 - Organized, compiled, and distributed agendas for the Land Use Committee
 - Organized, compiled, and distributed agendas for the Planning and Zoning Commission
 - Prepared minutes for two county public meetings
 - Tracked zoning cases through entire zoning amendment process
- 9/96-9/97 Law Office of Scott R. Erwin, Attorney at Law, DeKalb, IL
Legal Secretary
- Prepared court pleadings and correspondence from dictation
 - Maintained payroll and billing
 - Wrote checks, made deposits, and maintained two bank accounts
 - Coordinated calendars of attorneys
- 8/94-6/96 Iowa State University Extension, Ames, IA, Research Assistant
- 5/95-8/95 Scott County Department of Planning and Development, Davenport, IA,
Summer Intern
- 5/93-8/93 Van Allen Foundation, Clinton, IA, Summer Intern

VOLUNTEERISM & OTHER ACTIVITIES:

- 3/19-6/21 Chair of MWC’s Programming and Promotions Committee
- 4/16 Business Writing Presentation at PR Network, Half-Day Workshop
- 6/15-Present MWC Board of Directors President
- 2014-2015 MWC Board of Directors Vice President
- 2013-2020 Judge for Scholastic writing competition regional entries
- 7/12-3/19 Chair of MWC’s Publicity and Marketing Committee
- 2011-2019 Member PR Network of the Quad Cities
- 2011-2016 Writing for MWC newsletters and other marketing documents
- 2010 Revised MWC’s “Volunteer Handbook”
- 2004-2010 Girl Scout Troop #2391 Leader