

**Journalist/Web Producer:** Writer/editor (print, web, broadcast). VP/Content, editorial director/syndicated writer (Copley News Service). [http://www.inquisitivetongue.com/agency/Talent\\_Writing\\_Samples.htm](http://www.inquisitivetongue.com/agency/Talent_Writing_Samples.htm)

**Interactive:** Digital marketing projects, social media, SEO, mobile apps, web producer. (AOL, Cox Interactive, Microsoft, Home Shopping Network, Citysearch/[www.signonsandiego.com](http://www.signonsandiego.com), [CollegeClub.com](http://CollegeClub.com), [Food.com](http://Food.com), [PacBellathand.com](http://PacBellathand.com), AT&T, commercial sites, [www.dc-fl.com](http://www.dc-fl.com), [www.successfulportfolios.com](http://www.successfulportfolios.com), [www.tvc-inc.com](http://www.tvc-inc.com)).

**Advertising, Communications, PR & Marketing:** Branding, multimedia ad development and placement, media buy, public relations, strategic pitch, planning and execution, copywriting, creative direction.

[http://www.inquisitivetongue.com/agency/PR\\_Marketing\\_Projects.htm](http://www.inquisitivetongue.com/agency/PR_Marketing_Projects.htm)

<http://www.inquisitivetongue.com/agency/home.htm>

[http://www.inquisitivetongue.com/agency/Health\\_Medical\\_Portfolio.htm](http://www.inquisitivetongue.com/agency/Health_Medical_Portfolio.htm)

**Industry Experience:** Journalism, web, publishing, hospitality, tourism, government, restaurants, spirits, hotels, spas, retail, e-commerce, fashion, healthcare, medical.

**Other Skills:** Events, seminars, speech writing, website development, crisis communication, brochures, newsletters, patient education videos/guides, customer service training, culinary strategy/menu development, tradeshows, conferences, infomercials, RPF and grant writer.

**About Nanette:** <http://www.linkedin.com/pub/nanette-wiser/1/716/b10>

**Follow me on Twitter:** [@wisernan](http://twitter.com/#!/wisernan)

**Follow my Blog:** <http://wp.me/1Klfi>

### **Journalist/Web Producer & Communications/Marketing**

**(2012) Interactive Content Director (Editorial/Digital Marketing),** Media Impact Advertising (multiple websites)

**(2011) Advertising/Communications/Marketing Clients:** Radiant Technology, Diagnostic Clinic, Morean Arts Center, Partners In Progress, Finn Law Group, Largo Chamber of Commerce, Enzyme Labs, Proctor & Gamble, EST (RFP writer, National Institute of Health), Giant Balloons.

**(2010-2011) Grant, Strategic Report & Proposal Writer:** Enterprise Service Technologies, Tampa Bay Health Collaborative, Arthritis Research Institute, CDC grant/health & wellness, Electronic Entertainment Design & Research (EEDAR), USF Center for Health Equity

- **CDC: Tales Of Our Cities 2011: Planning for Interdisciplinary Response to Terrorist Use of Explosives:** Reported on round-table and prepared strategic report, key issues and lessons learned, recommended actions.
- **Health & Human Services: Americans with Disability 2010-2011:** Reported on five national meetings, prepared daily reports and strategic overviews. Wrote strategic report on testimonies, key issues and proposed solutions for Commissioner Sebelius & President Obama review.

**(2012-Current) Editor/Writer/Web Producer:** <http://www.inquisitivetongue.com>, Yee Luxury Travel Magazine, AOL (City's Best: San Diego & Tampa dining, travel, shopping, entertainment), SlashKitchen, Gadling, Travel, Pawnation, Patch, NY Journal of Books, IHeartTheBurg.com, Priceline, ShopAOL, [www.learningannex.com](http://www.learningannex.com), [www.813area.com](http://www.813area.com); [www.sptimes.com](http://www.sptimes.com).

### **Employment History**

**CEO/Creative & Communications Director:** TVC Healthcare & Marketing Solutions ([www.tvc-inc.com](http://www.tvc-inc.com)) 2007-10  
[http://www.inquisitivetongue.com/agency/Health\\_Medical\\_Portfolio.htm](http://www.inquisitivetongue.com/agency/Health_Medical_Portfolio.htm)

--Wrote and produced healthcare guidebooks, brochures, videos, websites, feature articles, news releases and seminars (Spine, ortho, cardio, cancer, women's health, imaging, eye care, plastic surgery, wound care, etc.)

--Clients including hospitals, home health care, physician groups, doctors, university, non-profit, museums, financial, banks and more. [www.dc-fl.com](http://www.dc-fl.com)

--Communications/creative director wealth/portfolio management company, including seminars.

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

**Board of Directors, Tampa Bay Healthcare Collaborative (2011); Arthritis Research Institute of America**  
[www.PreventArthritis.org](http://www.PreventArthritis.org) (2008-2010)

Communications, advertising, fundraising, grant development, media relations, social media, website content/production, brochures, events, news releases, strategic planning, community relations, seminars and events.

**Advertising/Marketing/Communications Director: Largo Medical Center/HCA (2007; as client 2007-2010)**

Branding, media buy, marketing, PR, advertising, physician relations, web, social media, brochures, guidebooks, videos, health features, seminars, community relations, events.

**Advertising/Marketing Director: Pinellas County Communications (2006)**

Handled media relations, graphics/media team, wrote and produced ads, website, brochures, newspaper inserts, guidebooks, videos, news releases, events and strategic planning for all county departments including emergency management (hurricanes), parks, environmental science and more.

**Writer/Editor/Web Producer**

St. Pete Times, TBT, Tampa Bay Newspapers, Tampa Bay Illustrated, Bay News 9, Beachlife, DuPont Registry, Florida Medical Business, Click-Z, Where's Best Read Guide, United Hemispheres, AOL, Microsoft, Cox Interactive, Food.Com, CollegeClub.com, Home Shopping Network hsn.com, Pacific Bell athand.com, AT&T, more (1997-current, freelance and staff).

**1997-2000:** Wrote strategic plan for content launch, hired producers for Microsoft Sidewalk, Cox [www.sandiegoinsider.com](http://www.sandiegoinsider.com) (managed multiple channels daily including news, community, dining, nightlife, travel, entertainment, arts/books, dating, shopping, holidays, events such as Super Bowl (Bay News 9), Republican National Convention, breaking disasters/earthquakes etc.

**2000-2003, 2010-2011:** AOL producer for multiple channels and sites including nightlife, travel, events, dining, movies both locally and nationally.

**1999-2000:** Executive producer for Food.com for 80 cities, San Diego contributor for daily features.

**2000-2001:** Executive producer Home Shopping Network (hsn.com and HSN\_TV) overseeing 10 and working on 20 shops, multiple channels in each shop daily.

**2000-2004:** Web producer/writer for [www.signonsandiego.com](http://www.signonsandiego.com) (Union-Tribune both web and print), United Hemispheres, Meredith Publishing, California Travel, Ranch & Coast Magazine, La Jolla Light, Los Angeles Times magazine, Coronado Eagle, Beach & Bay Press, in-flight web/TV(Continental, United, others).

**2004:** Web producer/writer for Sendtec.com for clients including Real Rhapsody, Tickle.com, Upeasy, Web MD, VOIP, GE Consumer Services, Rhino Linings, Grandma's Kitchen, Cosmetique, BP Travel Insurance, Cosmetique, Europro, Chase, Disney Moviebeam, U.S. Army, Smart Brands, Bargain Junction, ADT Home Security, GE Computer Protection, Voice-Glo, AAA, Ameriquest, more. Included scriptwriting for infomercials and web videos.

**Editorial/Marketing Director: Copley News Service** (1984-1994; Vice-President 1994)

- Handled all advertising, marketing and sales.
- Syndicated writer/editor; oversaw news and photos, six bureaus; developed online launch and new media sales/marketing strategy; created affiliate programs with NYT and United Media, corporate PR.

**Editorial Manager/Editor & Writer:** San Diego Magazine, San Diego Home Garden, California Magazine, Goodlife Magazine, Family Travel (Meredith), Money, others.

### **Other Skills, Awards & Memberships**

**Sales:** Copley News Service (10 years), United Media (6 month contract), TVC Healthcare Solutions (2.5 years)

**Advertising, Marketing, Public Relations & Communications** (Skill set:

<http://www.inquisitivetongue.com/agency/home.htm>)

- Marketing/Communications Director: Halloween Shops (1983), San Diego Museum of Art (1982)
- Freelance Clients: [http://www.inquisitivetongue.com/agency/PR\\_Marketing\\_Projects.htm](http://www.inquisitivetongue.com/agency/PR_Marketing_Projects.htm) includes Kashi, Ethel M Chocolates, Hyatt, Hilton, Viejas Casino, Immunextra, Hollywood.com, Real Rhapsody, Tickle.com, ChartHouse, WalMart, Broadway Stores, GIA, Aston-Martin, SDSU Trolley Extension, restaurants, hotels, hospitals, physicians, retail shops. etc.

**Teaching & Events:** (1984-2010)

- Guest speaker (UCLA, UCSD, SDSU, UC Berkeley, USC, Aspen Writers Conference, Newspaper Feature Council
- Instructor, Southwest College (Oral Communications)
- Event Lead: American Association of Editorial Cartoonists (San Diego), Diagnostic Clinic Grand Opening, Largo Medical Center National Nurses Week.

**Awards:** *Washington Journalism Review* best ad, *Ring Of Truth* best ad, feature story, *Print Magazine* for logos and ads, *Communicator* for best health website.

**Previous Memberships:** ASNE (Media lead at SF conference), San Diego Press Club, Newspaper Feature Council Board of Directors,

National Newspaper Association, California Press Club, AWIF, more.

### **Education, Training & Skills**

**Education:** B.A. Psychology/Communications (Cornell University); PhD work Sociology/Media Studies (Cornell); Journalism Certificate (Poynter Institute)

**Training:** HTML, web design; healthcare/medical terminology/protocol, Center for Non-Profit Leadership professional certificates (fund development, marketing, grants, Board of Directors engagement, strategic planning).

**Skills:** Microsoft Office, Google Analytics, Wordpress/Blogsmith/CMS, Quark, InDesign, Photoshop, Adobe Acrobat Professional, Constant Contact, Dreamweaver, SEO/SEM, medical terminology. Learning digital instructional software (Blackboard), Joomla, HTML 5, IPAD/mobile apps (content), video editing, Spanish.

**Interests:** Cooking, wine, music, theater, travel, arts, surfing, boating, biking, antiquing, gardening, reading, crafts.