

# MARIANNE LUCCHESI HAMILTON

## SUMMARY OF STRATEGIC AND VOCATIONAL STRENGTHS

20+ years of experience in the communications field, with specific expertise in the following areas:

- Writing/editing on broad spectrum of assignments: magazine features, customer case studies, Web sites, brochures, sales collateral, press releases, backgrounders, advertising copy, newsletters, CD-ROMs, TV/radio scripts, etc.
- **Special expertise in developing customer case studies/success stories**
- **Facility with writing for the Web**

## EMPLOYMENT HISTORY

Lucchesi Communications -- 1/98 to Present

President/Owner

- Provide copywriting services satisfying strategic marketing objectives for clients in such industries as technology, finance, healthcare, advertising, public relations, and communications.

**TAM COMMUNICATIONS/SAN JOSE, CA – 3/97 to 1/98**

Director of Corporate Marketing

**MARKETING COMMUNICATIONS CONSULTANT/COPYWRITER – 12/94 to 2/97**

**XEROX CORPORATION/PALO ALTO, CA – 12/94 to 8/95**

Manager of Marketing Communications

**VISIONEER/PALO ALTO, CA – 2/93 to 11/94**

Manager of Marketing Communications

**PASSPORT DESIGNS/HALF MOON BAY, CA – 3/92 to 1/93**

Director of Marketing Communications

**SOFTWARE PUBLISHING CORPORATION/SANTA CLARA, CA – 11/88 to 3/92**

Creative Services & Events Manager

## KEY ACCOMPLISHMENTS

- **Have written over 120 customer success stories for Apple Computer, Inc.**
- Member, Los Gatos Arts Commission (2003-2006)
- Served as Managing Editor of *éternelle Magazine*, a Bay Area women's lifestyle publication
- Editor of *Off Camera* (newsletter of National Academy of TV Arts & Sciences), co-founder/assistant editor of *CUE Magazine*
- Produced events such as Northern Calif. Emmy Awards (3 years), San Jose Film & Video Commission Joey Awards
- Bio listed in 1989-90 editions of *Who's Who in Entertainment*, *Who's Who in the West*

## EDUCATION

- St. Mary's College, College of Notre Dame/Belmont – undergraduate studies in English/Italian