

Judith Lee



What You Say and How You Say It.

WHO

Award-winning writer and editor. Experienced promotion consultant. Extensive training in news, feature, promotional, advertising and speech writing. An excellent communicator.

WHAT

Writing/Research. Ability to write punchy and substantive articles, speeches, promotion pieces, video and audio scripts, reports and letters. Well-versed in various media, including websites. Facile with research techniques, including Internet searches, computer data bases, economic forecasts, and other market sources. Particular strength in gathering information via telephone interviews.

Meeting Facilitation/Interviewing. Highly skilled in leading meetings and roundtables, or conducting personal interviews. Emphasis on in-depth discussion of trends affecting health care market with corporate leaders, industry experts, health care professionals and market analysts.

Planning/Management. Trained to think strategically. Can make a plan and follow it through, while maintaining enough flexibility to meet the competition head-on. Able to match resources to needs and make it all happen. Creative and well-organized.

WHEN

1984 to present, President, Judith Lee Associates, Atglen, Pa.
Contributing Editor for *Review of Optometry*, *Review of Ophthalmology*, *Outpatient Surgery* magazines
2004 to 2006 Director of Communication, Cleinman Performance Partners, Oneonta, NY
1979 to 1984, Managing Editor, *Review of Optometry*
1977 to 1979, Associate Editor, *Youth Magazine*, Philadelphia, Pa.
1976 to 1977, Staff Writer, *The Reporter*, Lansdale, Pa.
1976 Graduate of George Washington University, Washington, D.C. B.A. With Distinction, 3.8 grade point average.

WHERE

For corporate clients, websites, advertising agencies, national and local magazines. Client references on request.

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