

# ABRA ADDUCI

## Writer and Editor

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

*Extensive experience composing and editing a vast array of memorable material including:*

- Web and print copy and content
- Press, PR, and publicity material; press releases, bios, statements of purpose, artist statements
- Grant writing and developmental documents
- Creative and commercial event design and screenwriting
- Proposals, presentations, and portfolios
- Blogs and website design
- Organize in-person events; interact directly with clients, customers, stakeholders, and the greater community
- Google analytics/web analytics, reports, notation
- Fliers, brochures, blasts, social media, invitations and other email campaigns
- Research, analytics, and archival work
- Interviews, profiles, journalistic articles
- Customized RFQ, RFP, and exhibition/gallery submission
- Resumes and curricula vitae (CVs)
- Ability to adhere to schedules/timelines and meet deadlines

*Specializes in the unique challenges of arts and design-based organizations and individuals*

### **Skill and Assets**

#### **Position Specific**

- Over 15 years of previous experience composing all manner of developmental material, including determining response to RFP/proposal requirements (such as formatting, layout, production, and packaging)
- Edits technical material and performs visual review of deliverables
- Develops presentations, graphs, maps, and charts for interactive displays
- Ensuring that content meets regulations and other mandatory requirements

#### **Software**

- Proficiency in Microsoft Office Suite (MS Word, Excel, PowerPoint)
- Photo-editing and graphic design; Adobe Creative Suite including Adobe Photoshop, Elements, and Acrobat
- FileMaker and industry-specific database management software
- Web-based administrative, blogging and direct marketing tools (WordPress, Blogger, Constant Contact, Mail Chimp, DropBox, etc.)
- Basic HTML and website management
- Wix and website design

#### **Administrative**

- Adaptive to Chicago style, AP style, MLA style and APA Style
- Broad internet skill set including Search Engine Optimization (SEO) and basic HTML
- Transcription and dictation
- Exceptional written and verbal communication skills
- Integrates text with imagery or graphics for visually appealing, demographic-appropriate content
- Strong mentorship qualities
- Represented several companies at local and national expositions, trade shows and fairs
- Correspondence with different individuals from different industries

#### **Arts and Non-Profit**

- Conservation & Design, Int.
- Parma Conservation
- Bernacki & Associates
- DPR Art Rescue
- Sedgwick Studios
- Chicago Architectural Society
- Chicago Writers House
- Forum High School for Creative Study
- Michael Young Studio
- Ruth Aizuss Migdal
- Patricia Badani
- Fred Napoli

#### **Fashion and Design**

- Archives Vintage
- Helen Yi
- Tiara Love Jewelry
- O'Fields Organic Apparel
- Kara James Design
- Combined Printing
- The HAUTE Spot
- Frei Designs

#### **Film and Media**

- Wham City
- Human Media Tech
- Joyce Neimanas Photography
- Columbia College Film Dept.
- Terraplexon Films
- Carlson-Johnson Productions
- Rocking Horse Winner Films
- The Irregulars Films
- Curious Theatre Branch
- Victoria Fuller: Art and Music
- National Writer's Union

### **Selected Experience**

#### **Freelance Arts Marketing and Management Writing - Full-time Freelance, Chicago IL - 11/2018 - Present**

- Scout, research, compose and submit application materials on behalf of clients (artists and arts organizations) for art commissions, exhibitions, grants, residencies and fundraising media; Collaborate to ghostwrite social media and publicity materials
- Edit promotional media including long and short form artist statements, project proposals, resumes, and web content; Spearhead web-based initiatives both independently and via hiring subcontractors such as redesigning websites, increasing search engine results, and actively promoting brand online
- Act as client representative in forming networking relationships and conducting media/press liaisons, allowing clients uninterrupted studio time yet leaving no potential opportunity untapped

#### **Full-time Content Writer – Sedgwick Studio, Chicago IL - 12/12 to 11/18**

- Composed a wide variety of copy and content including artist statements, proposals, grants, direct marketing, social media, and assorted development campaigns for boutique, nonprofit office specializing in sculpture and neon
- Designed and composed content for studio website, including gathering input and critique from the larger team
- Organized tours and demonstrations with a variety of groups including schoolchildren, architecture fans, and adult participants in art courses; personally conducted lectures describing the site's history and current artist's sculpture and neon projects

#### **Full-time Copywriter – Haute Spot, Chicago IL - 01/12 to 11/12**

- Composed creative copy and content in an in-person role at a boutique company providing luxury fashion apparel
- Researched luxury fashion designers, as well as trends, fashion house histories, and customer preferences to provide the best quality writing, attracting new customers both online and in-person
- Collaborated with staff and leadership to design customer-appropriate events, exposing potential buyers to new luxury fashion labels and accessories and presenting opportunities for shopping and networking

#### **Content and Events Writer (Freelance) - Frei Designs / WorkShop, Chicago IL - 01/08 to 11/11**

- Composed season-specific web content for head designer of eco-sensitive fashion label (awarded "Best Designer, 2011" by the *Chicago Reader*), combining creative prose with commercial format
- Conducted comprehensive research of both environmental sustainability and fair trade throughout the history of fashion and garment manufacturing to fully understand the ethics behind designer's visual aesthetic
- Collaborated with designer to redefine the runway show as professional theatrical performance and series of literary readings (including hand-selecting thematically appropriate merchandise) inspired by environmentally-conscious, culturally-relevant themes inherent in each collection; Accolades attracted designer's first press in 2008 - a full-color spread in the *Chicago Reader*.

#### **Assistant Director of E-Commerce/Copywriter (full-time) - Powells Books, Chicago, IL - 06/06 to 10/10**

- Composed detailed descriptions of antiquated and scholarly books (with particular emphasis on ancient history, philosophy and sociology), devoting attention to publishing history and bibliographical detail, accurate condition assessment, and strict industry format to convey technical information without sacrificing key selling points
- Considered customer feedback, competitor activity, consumer trends and product availability - in addition to communicating with multi-location personnel - in accurate determination of item price and restock of inventory; Submission of daily sales report to company president included strategies to increase revenue via observed shifts in industry trends and consumer demographic
- Annually represented company at local and national expositions and book fairs (Twin Cities Book Forum, CIROBE, Printer's Row), performing retail sales with individual and wholesale clients; accepted daily customer service duties for greater understanding of multifaceted client base and stronger decision-making as company's newest department shifted from brick-and-mortar to broadband

### **Education**

2011 – **School of the Art Institute of Chicago**,  
Chicago, IL, MFA, Writing; **Fellowship in Writing**

2004 – **State University of New York at Purchase**, Purchase, NY, BFA,  
Screenwriting/Playwriting