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Stacy Sims

PROFESSIONAL OBJECTIVE

To bring my strength as writer and collaborator to branding, marketing, naming, development, planning, script writing and other strategic communication projects.

HIGHLIGHTS

- A seasoned strategic writer with recent experience in concept writing, brand narratives, naming, script writing for national and international brands.
- An experienced entrepreneur and project manager as well as a published novelist and playwright.
- Exceptional communicator and inspiring leader of wellness and non-profit arts programs. Featured presenter at 2012 TEDx Conference.
- Results-oriented collaborator. Former VP of award-winning graphic design company, comfortable on the client side as well as with designers, photographers, illustrators and directors.

FREELANCE WRITER & CONSULTANT

- Freelance copywriter on multiple projects for national and international brands with design firms and agencies including Landor, LPK, RED, Lightborne and more working on concept writing, brand stories, internal identity consulting, naming and more. Worked on 15 different national brand projects in 2011.
- Scriptwriter for national brands.
- Marketing consultant and contract project manager for performing arts non-profit. Development consultant for visual arts non-profit.
- Lead writer for the International Spy Museum, working with content experts, designers and funders to create narrative materials.

PROJECT WORK & DESIGN MANAGEMENT

- Managed national and international traveling art exhibition company working with artists, curators, directors, publishers worldwide. Produced two major catalogues with Rizzoli and Prestel Verlag.
- Vice President at Nesnadny+Schwartz. Project management, copywriting and creative direction for clients including Progressive Insurance, Rock and Roll Hall of Fame, Vassar College and more. <http://www.nsideas.com/>
- Organized and managed selection process to hire internationally known photographer for public art residency.

NOVELIST, PLAYWRIGHT, PRODUCER

- Published first novel (SWIMMING NAKED, Viking) in 2004. "A brutally moving first novel," says Chicago Tribune.
- Wrote and funded workshop of VIVIAN GIRLS musical at the American Folk Art Museum in NY, 2012.

- First play (AS WHITE AS O, Road Theatre, LA) produced in 2009. “Compelling, humorous, often fluidly poetic,” says Variety.
- Funded, produced and directed True Body Project collaborative art projects including a documentary film (featured in Cleveland International Film Festival) and a literary journal.
- Funded, produced and directed five acclaimed theatrical works in NY, LA and Cincinnati.
- Wrote television pilot with director John Dahl (Last Seduction, Red Rock West).

COMMUNITY ENGAGEMENT INNOVATOR

- Created the True Body Project in 2005 as a non-profit organization further dedicated to wellness for teen girls.
- Has done proprietary, groundbreaking wellness work in NY, LA and Cambodia with girls and women, seniors and at-risk students, and survivors of sex trafficking.
- Created proprietary, licensed curriculum in use in the U.S. and Canada.
- Unique understanding of mind/body connection and how stress and trauma influence behavior.

PROFESSIONAL HISTORY

2010 - present	Freelance Writer and Consultant, <i>National/International</i>
2005 - present	Founder and Director True Body Project, <i>National/International</i>
2000 - present	Writer (Novelist and Playwright), <i>National</i>
2001 - 2010	Founder and Owner Pendleton Pilates, <i>Cincinnati, OH</i>
1998 - 2001	Vice President, Nesnadny+Schwartz, <i>Cleveland, OH</i>
1997 - 1998	Director Public Programs, MOCA, <i>Cleveland, OH</i>
1993 - 1999	Principle, Exhibition Management, <i>National/International</i>
1991 - 1993	Director of Mktg, Contemporary Arts Center, <i>Cincinnati, OH</i>

Prior work experience includes advertising strategy, branding, copywriting and marketing and PR for consumer and business-to-business clients. Attended Indiana University, Georgetown University and the University of Cincinnati.

REFERENCES

Mike Skrelowski, *Creative Director LPK*

Mark Schwartz, *Owner, Nesnadny+Schwartz*

Suzanne Beane, *Senior Client Manager, Landor*

Anne Chambers, *CEO, RED212*

Scott Durban, *President and Executive Producer, Lightborne Communications*