

# William R. Barnett

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## My Invitation

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After a fulfilling career as a college dean and academic vice president, I have established my own copywriting and consulting business. I now offer, communication, marketing, and administrative services that I employed successfully to increase visibility, revenue, and overall effectiveness for colleges, businesses, and other organizations. I invite you to let me know your organizational or individual goals so that we can work together to achieve them.

## Services and Skills

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- ◆ Grant Writing and Administration
- ◆ White Papers
- ◆ Case Studies/Success Stories
- ◆ Donor Communications
- ◆ Promotional Email
- ◆ Promotional Print Materials
- ◆ Web Content Revision/Creation
- ◆ Grant Writing Workshops
- ◆ Blogs
- ◆ Advanced Research and Reports
- ◆ SEO Analysis/Writing
- ◆ Project Supervision
- ◆ Professional Presentations/Speech writing
- ◆ Editing/Proofreading
- ◆ Academic Writing
- ◆ Teaching/Training
- ◆ Curricular Design
- ◆ Higher Education Consulting
- ◆ Not-for-profit Promotion
- ◆ Microsoft Office (Word, Excel, Access, Outlook, PowerPoint)
- ◆ Résumé Writing

## Professional Experience

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### COMMUNICATION: MARKETING MATERIALS/REPORTS/PRESENTATIONS

- ◆ Successfully submitted grant applications to public and private funding sources resulting in awards totaling over \$400,000.
- ◆ Authored effective sales and marketing materials, including sales letters, fund-raising appeals, and printed brochures.
- ◆ Created successful, professional correspondence to customers and vendors.
- ◆ Advised and produced program and strategic planning documents.
- ◆ Prepared technical institutional budgets and budget management reports.
- ◆ Designed and prepared SEO-appropriate Internet content for educational institutions, not-for-profit organizations, and small businesses.
- ◆ Prepared press releases and articles to communicate technical information in jargon-free language accessible to the general public.
- ◆ Prepared and delivered presentations to large and small groups in professional settings and for the general public.
- ◆ Conducted grant writing workshops

### TEAM-BUILDING/PROJECT COORDINATION/SUPERVISION

- ◆ Recruited, supervised, and evaluated over 300 professional persons, including college faculty and staff.

- ◆ Co-directed major, collaborative social science research project involving cooperating institutions.
  - ◆ Project resulted in major, positive public relations exposure for both institutions.
  - ◆ Project also created opportunities for successful fund-raising initiatives.
- ◆ Co-authored several academic publications involving personnel from different academic disciplines.
- ◆ Created and managed organizational budgets exceeding \$45 million.
- ◆ Created presentation materials and coordinated public events for over 4,000 attendees.
- ◆ Coordinated and supervised marketing efforts for higher educational institutions and programs.
- ◆ Coordinated major program redesign and successful implementation.
- ◆ Supervised graduate programs in museum studies, not-for-profit organizations, and public policy.

#### TECHNICAL DEVELOPMENT AND MASTERY

- ◆ Long-term proficiency in use of Microsoft Office Suite and administrative applications.
- ◆ Expert in SEO copywriting and adaptation of writing styles for variety of audiences and situations.
- ◆ Skilled in presentation technologies for delivering educational/training materials in a variety of settings.
- ◆ Practiced in web design and production of online written content for organizations.
- ◆ Long-term proficiency in advanced research techniques, including legal and online database research.

## Employment History

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BARNETT WRITER, LLC (<http://barnettwriter.com>)

**Principal**

TRINITY COLLEGE – HARTFORD, CT 06106

**Dean of Graduate Studies, 2011 – 2016**

LE MOYNE COLLEGE – Syracuse, NY 13214

**Professor, Academic Vice President, 1977 – 2005**

## Education

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UNIVERSITY OF CHICAGO – Chicago, IL 60637

**M.A., Ph.D.**

WABASH COLLEGE – Crawfordsville, IN 47933

**B.A.**