

Andy Lilienthal

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Work experience

Freelance Writer

November 2008 – Current

Portland, OR

- Work with clients to provide clear, concise written materials
- Generate and edit copy for a variety of documents including press releases, catalogs, trade show materials, editorials, and more
- Owner and operator of SubcompactCulture.com, a Web site devoted to all things related to small cars

Public Relations Manager

August 2006 – November 2008

Warn Industries, Inc., Milwaukie, OR

- Facilitated relationships between print, television, Internet media outlets and Warn Industries to promote the company's brand and products
- Created copy for award-winning products and packaging, and advertisements, catalogs, press releases, product literature, e-mail newsletters, and the company's Web site (www.warn.com)
- Managed product requests and placements for magazine features, TV and film appearances, Internet spots, and event sponsorships
- Attended trade shows and consumer-related events to promote the company's product and brand
- Generated product bulletins for retailers/distributors by coordinating with engineers and reading a bill of materials

Associate Editor, *Model Retailer*

April 2005 – August 2006

Kalmbach Publishing Co., Waukesha, WI

- Wrote feature articles and product reviews for *Model Retailer* magazine
- Edited submitted manuscripts
- Gathered industry-related news
- Conducted interviews
- Compiled new-product data
- Worked with graphic designers to create effective layouts
- Maintained *Model Retailer's* Web site (www.modelretailer.com)
- Composed monthly e-mail newsletter
- Photographed products for publication

Associate Editor, *Scale Auto*

July 2001 – April 2005

Kalmbach Publishing Co., Waukesha, WI

- Wrote and edited feature articles/columns for *Scale Auto* magazine; the *Contest Cars* and *Car Modeler* annuals; and Web site publication
- Composed the "In Tune" and "Ask Scale Auto" columns
- Maintained *Scale Auto's* Web site (www.scaleautomag.com)
- Composed monthly e-mail newsletter
- Attended and photographed events for publication
- Compiled, edited and managed "Best of Tips & Tech" supplement project that accompanied the April 2005 issue of *Scale Auto*

Computer skills

- Adobe InCopy, InDesign, Photoshop, and Acrobat
- QuarkXPress
- Microsoft Office suite
- HTML
- PC and Mac proficient

Education

Baccalaureate of Arts, University of Wisconsin-Stout, 2001

Menomonee, WI

- Psychology
- Minors in Journalism and History