

Jaime Lackey

Freelance Writer & Editor

Specialties

- Developing feature articles and blog posts that explore business, consumer and medical trends
- Writing, editing, researching, fact-checking, proofreading, interviewing, incorporating SEO terms

Freelance Experience, June 2007 - present

- Select credits: *Careforce Chronicle* (Children's Healthcare of Atlanta), *Solid State* (Venture Atlanta), *The AutoPILOT Magazine*, *Shopping Center Business*, *Restaurant Facility Business*, *Southeast Real Estate Business*, *Western Wealth Management Business*, *Today's Chiropractic Lifestyle* and custom publications for chambers of commerce.
- Recent story topics: medical innovations, robot-guided surgery, autism research, social entrepreneurship, start-up tech companies, online game development, non-profits, eco-friendly homes, energy efficiency, finance/investment, aviation, personality profiles, LEED developments, solar energy, commercial real estate and retail, as well as profiles of professional organizations.
- For clips, please visit <http://www.jaimelackey.com/articles>
- Corporate projects have included in-depth newsletter articles, website copywriting/SEO, and blog posts, as well as editing assignments. Projects range from weekly blog post assignments to a 250-page informational website that incorporated more than 750 keyword phrases. Clients include Jackson Spalding; MarineMax; Souk Marketing Communications; and iFusion Marketing, which produces the Venture Atlanta newsletter.
- Social media initiatives include Facebook and Twitter accounts for an Atlanta restaurant.

Computer & Web Skills

- InDesign, Quark Xpress, Dreamweaver, Photoshop, Illustrator and Excel
- Basic understanding of HTML and SEO
- Experience developing websites with WordPress

Staff Experience: France Publications

Managing Editor, several regional real estate publications, July 2003 - May 2007

Associate Editor, *Southeast Real Estate Business* (readership 60,000+), Sept. 2001 - July 2003

- Wrote articles about commercial real estate developments, the construction industry, real estate financing, architecture, security issues, and real estate management
- Coordinated and edited articles by real estate, financial and legal professionals, as well as freelancers
- Designed layouts using Quark Xpress; editors were responsible for all layouts

Staff Experience: *Morgan County Citizen* (Madison, Ga.)

Reporter, Oct. 2000 - May 2001

Education

- M.A. in Journalism and Mass Communication
Grady College of Journalism and Mass Communication, University of Georgia, Athens, Ga., 2005
- B.A. in English, minor in Professional Writing
North Georgia College and State University, Dahlonega, Ga., 1999