

MARY MARGUERITE CAMPBELL

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PROFESSIONAL EXPERIENCE

1985-present — Owner, Writer, Editor, Marketer, Trainer

Zero Gravity — Omaha, Nebraska; Tucson, Arizona; Hutchinson, Kansas

Marketing, promotion, P.R., business/marketing plans, manuscripts for academic, business, medical, AEC, governmental, and nonprofit organizations. Selected projects:

- Writer/researcher, *Enterprise*, University of Arizona Entrepreneurship Program
- Ghostwriter/researcher, *Prostate Cancer, Cataracts*; Addicus Books, Omaha, Nebraska
- Writer/researcher, ABCNEWS.com *Small Business Builder*
- Coauthor (with Pippi Campbell Peterson), *Ready, Set, Organize* (2nd ed.)
- Author, *Unfamiliar Territory, Daddy Pete, Write Better Right Now*
- Editor or ghostwriter, *Lived to Tell*, by Edward Keonjian (published memoir); *Kansas Journeys*, by Mil Penner and Carol Schmidt; and dozens more on a variety of topics
- Selected workshops given: Writing Your Personal History; Meditation; Business Writing

2004-2006 — Senior Marketer/Communicator

RDG Planning & Design — Omaha, Nebraska

- Developed marketing/PR/promotion strategies; wrote and codesigned ads, proposals, media releases, other written materials for 60-person architecture, planning, and design firm

1988-2001, 1977-1981 — Writer/Editor/Marketer

The University of Arizona — Tucson, Arizona

1996-2001 Writer and Editor, Eller College of Management

- Edited business journal *FINOVA Quarterly*. Created and managed website for FINOVA-UA Midsize Business Alliance. Researched/wrote other college publications. Chaired staff advisory committee.

1988-1996 Writer and Editor, Marketing, Extended University

- Managed marketing projects for credit and personal/professional-development programs. Wrote and managed production of print marketing materials. Served on staff and university-wide committees.

1977-1981 Writer and Editor, University Curriculum and Summer Session

- Edited and managed production of general catalog.

1984-1985-Promotion/Development Director, KHCC Public Radio, Hutchinson, Kansas

RECENT ACTIVITIES AND AFFILIATIONS

Omaha Central High School Alumni Association; chair, Newsletter Committee

Society for Marketing Professional Services

First Central Congregational Church: adult and children's education, music, diaconate

The ARtery, nonprofit arts organization for midtown Omaha

- Public relations, website design and maintenance [www.arteryomaha.org]
- Instructor, Dancing Classrooms in-school ballroom dance program for 5th-graders

Instructor, business writing, poetry, bridge, memoir-writing, meditation

Other interests: Dance; composing; gardening; antique furniture, glassware

EDUCATION

Bachelor of Arts Degree, English major, music minor; The University of Arizona, Tucson

Stanford University — 30-plus units; University of Nebraska at Omaha — 30-plus units

Recent continuing education: Adobe InDesign (2005), Small Business Online (2006), Online Marketing (2006), Search-Engine Marketing (2008); High-Impact, Low-Cost Marketing (2008)