

CAROLINE WRIGHT CAMPBELL**CAREER HISTORY****Freelance Writer, Hale'iwa and Keaau, Hawai'i**

February 1997--Present: Proprietor of freelance writing, editing, publicity, and copywriting business. Write and edit profiles, columns, features, advertorials and editorials, with focus on profiles, restaurant and food writing, and music and event reporting. Create ad copy, marketing materials, Web content; develop and implement marketing and publicity campaigns.

- Published in multiple diverse media, including the Honolulu *Star-Advertiser*, *Hawaii Business*, the *Myrtle Beach Sun-News*, *Agriculture Hawaii*, *Hawaii Meetings + Events*, *Art Business News*, *Bluegrass Unlimited*, *Hawaii.com*, and many more.
- In April 2010, released *Still Inside*, the authorized biography of Grammy-winning bluegrass guitar pioneer Tony Rice, co-written with Tim Stafford and published by Word Of Mouth Press.
- Served as Editor/Special Projects Director for the International Bluegrass Music Association (IBMA), telecommuting from Honolulu to Nashville, TN, in 2012. Managed society's bluegrassnation.com community on Wordpress. Edited *IB: International Bluegrass*, IBMA's monthly trade publication.
- Served as consulting publicist and editor for Excite Media Group, a Honolulu event management firm, from 2002-2004, producing events with Ledward Ka'apana, Henry Kaponu, and many more.

Bluegrass Now Magazine, Rolla, Missouri

July 2007--December 2008: Editor of *Bluegrass Now*, a magazine published monthly with more than 20,000 subscribers in all 50 states and 40 overseas countries. Worked remotely from O'ahu location with writers, musicians, labels, publicists, layout artists, printers, and publishers on the Mainland and abroad. Oversaw all aspects of content; each issue averaged 60 pages and generally included a cover story, 3 features, 10 columns and 20 reviews.

Hawaii's Best Fulfillment, Inc., Honolulu, Hawai'i

July 1996--January 1997: VP/General Manager and co-founder of Hawaii's first dedicated 24-hour product fulfillment company. Designed and wrote copy for client direct marketing and advertising materials, Internet shopping mall, and articles in local publications. Directed sales & promotional campaigns, including proposals, POS materials, and direct mail. Created and activated vendor, product, and customer databases.

CAREER HISTORY, continued...

American Savings Bank, FSB, Honolulu, Hawai'i

May 1993--June 1996: Promoted to position as direct marketing specialist for the third largest bank in Hawai'i. Managed MCIF system with more than 137,000 households and 225,000 accounts. Designed and managed campaigns targeted to select segments of database and prospective customers, focusing on retention and acquisition.

Education

Parsons School of Design, Paris, France Fine Arts

Graduate, Bristol Central High School, Bristol, Connecticut Fine Arts/Photography

Additional Activities

- Nominated in 2002, 2003, 2004, and 2011 for Print Media Personality of the Year Award by the International Bluegrass Music Association.
- Taught Creative Writing for the Extended Learning Program at Coastal Carolina University in Myrtle Beach, South Carolina.
- Self-taught basic HTML coding in 1997; built an extensive virtual portfolio with more than 300 pages of original articles, columns, and photos.
- Past secretary of DRAMAH (Direct Response, Advertising, & Marketing Association of Hawai'i).
- Founder and President Emeritus of BLUEGRASS HAWAII' I Traditional & Bluegrass Music Society, a 501(c)(3) non-profit association created in 2003 to support and promote traditional music in Hawai'i. Produced all events, including jam sessions, shows, open mics and workshops. Built database for mailing list with 700+ people; built website with simple HTML coding; created and distributed all publicity and advertising.
- Founder of Bluegrass In The Ko'olau, a twice-annual weekend music event held at Ho'omaluhia Botanical Gardens in Kaneohe, Hawai'i, now in its ninth year.

Skills & Qualities

Experience with Mac OS X, MS Windows, MS Office; Internet search engines and social media platforms such as Facebook and Twitter; basic HTML coding and image manipulation; database development and maintenance. Excellent written and spoken communication; ability to synthesize complex information and make it accessible for general audiences. Extremely resourceful and flexible. Respectful of deadlines and editors. Decent photographer with good eye for composition. Diplomatic, tactful, and empathetic.