

# Alisha A. Geary

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- Experience Summary**
- Experienced in content writing and creative print/radio ad copy, writing creative non-fiction essays, articles, short stories, biographies, editorial pieces, press releases, research reports
  - Well versed in copyediting and proofreading, strong technical command of the English language, familiarity with virtually all writing styles, serious commitment to excellence in the printed and published word
- Education**
- M.S., English- Literature and Writing**, *Utah State University*, Logan, Utah 2006
- B.S., English-Literary Studies**, *Utah State University*, Logan, Utah 2003
- Professional Experience**
- Writing Assistant**—*VitalSmarts*, Orem, Utah 2013-2014
- Developed structured rehearsal database of over 250 training rehearsals focusing on six cross-industry crucial moments for eight different industries for the company training curriculum for *Crucial Conversations* and *Crucial Accountability*
  - Edited training content for *Crucial Conversations* one day training including toolkit, slides, and trainer notes
  - Edited the Master Trainer Handbook
- Composition Adjunct Instructor** – *Utah Valley University*, Orem, Utah 2006 - Present
- Teach various forms of writing in a college classroom setting, including Creative, Business, Technical, Academic, and Research genres
  - Develop curriculum appropriate to each course including textbook adoption, online course materials for CANVAS specific software, syllabi and reading schedules, and writing examples for each genre
  - Participate in monthly collaborative staff and enrichment meetings to develop best practices in teaching and curriculum
  - Mentoring students in submissions to professional and popular creative writing literary journals while developing my own personal scholarly and creative projects including topics in Pop Culture and Pedagogy
  - Edit, proofread, and give constructive feedback on all student papers
- Content Writer** – *Absolute Health and Wellness Clinic*, Orem, Utah June 2008-Present
- Write SEO WordPress blog content on chiropractic healthcare topics, blog design, press releases and website content material for Dr. Troy Frazier D.C.
  - Monitor health news for ground-breaking stories and develop local angles
- Author** – *Leatherwood Press/Deseret Book*, Provo, Utah 2007-2008
- Developed and wrote creative non-fiction essays for the book *50 Things that Really Matter to Latter Day Saints*, only author with two essays to be accepted, chosen as chapter 1 essay
  - Contributed to and developed a new series for Deseret Book about the practical application of the Bible and the Book of Mormon, chosen as the first author in the series, wrote *The Battle is not Yours, It is the Lord's: The Story of Jehoshaphat*, published by Deseret Book in 2007.
- Team Lead/Editor**—*APX Alarm Inc.*, Provo, Utah March-Aug. 2007
- Edited existing training materials i.e. handouts, PowerPoints, supplemental materials, created new presentations for trainings
  - Supervised ten Contract Processing Representatives doing same-day contract paperwork and data entry into CMS, time cards, productivity, morale, Outlook scheduling
- Writing Center Director Apprentice/ Editor**– *Utah State University, Logan, Utah* Aug. 2005-May 2006
- Facilitated the English 4910 tutor training seminar for thirty tutors
  - Researched, wrote, and organized the *Practice Test Prompts* booklet for remedial writing education in conjunction with Utah State's Education Writing Proficiency Test
  - Wrote and revised sections of the *Policies and Procedures for Tutors* handbook
  - Trained nine Night Supervisors in data entry and management skills, assisted in on-the-job training for twelve new tutors, developed a new tutoring textbook curriculum, and helped with Writing Center administrative duties

## Computer Skills

Microsoft Office • WordPress • Blogger • Weebly • Google Docs • CANVAS