

Sally Olson

Certified proofreader providing flawless writing for imperfect people (because we all make mistakes).

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SUMMARY

My passion is to help you continually deliver flawless content to your readers. My eclectic writing and proofreading experience spans over 30 years creating advertising copy for a real estate firm, editing technical proposals for our nation's national laboratories, developing sales and marketing materials for Silicon Valley hardware and software start-ups, and blogging about backyard gardening and orcharding, natural health, whole foods, nutrition, homestead living, and DIY—the subjects I'm most passionate about today.

SPECIAL EXPERTISE

FREELANCE PROOFREADER

[Sally Olson](#)

Garden Valley, CA 2017 - Present

Topics: Proofreading

BLOGGER

[Garden Valley Homestead](#)

Garden Valley, CA 2008 - 2017

Topics: Gardening, orcharding, natural health, whole foods, nutrition, homestead living, and DIY.

PROFESSIONAL EXPERIENCE

PROMOTIONAL WRITER & SALES ASSOCIATE

The Old Schoolhouse Magazine

Grey, TN

Wrote sales email letters to customers and potential customers

MARKETING COMMUNICATIONS WRITER

StarQuest Software, Berkeley, CA

Created the marketing communications program in support of the network communication's company's sales and marketing goals and objectives. Worked directly with the CEO, Vice President of Sales, and Vice President of Marketing.

TOP SKILLS

Proofreading

Blog posts, web articles, websites, e-books, emails/campaigns, business communication, letters, essays, social media content, resumes, and more.

Writing - Nonfiction

Blog writing, web writing, article writing, and promotional writing

Style Guides

The Chicago Manual of Style
AP Stylebook

Time Management

Organization

Communication

Collaboration

WordPress

MS Word

Google Docs

Google Sheets

Adobe Acrobat's PDF Editor

Xolo PDF Reader & Annotator

EDUCATION

Bachelor of Arts

Media Communication

Minor, English

California State University, Chico

Certified General Proofreader

Proofread Anywhere

Coursework

Proofreading

Editorial Freelance Association

- Wrote advertising and marketing copy for new product campaigns
- Wrote sales copy to support sales team members
- Collaborated with public relations agency to write press materials
- Collaborated with designers to create print and digital design content

Disk Emulation Services, Santa Clara, CA

Created the marketing communications program in support of the hardware company's sales and marketing goals and objectives. Worked directly with the CEO, Vice President of Sales, and Vice President of Marketing.

- Wrote advertising and marketing copy for new product campaigns
- Wrote sales copy to support sales team members
- Collaborated with public relations agency to write press materials

Collaborated with designers and photographers to create print and digital design content

TECHNICAL WRITER

Government: Assistant Technical Editor, Resume Writer

KMI Services, Livermore, CA

Joined a technical writing team to develop technical contract proposals to provide technical personnel to the Department of Energy and Department of Defense's environmental restoration projects. Worked closely with human resources and project managers.

- Wrote and edited hundreds of resumes for technical and management personnel
- Wrote and edited lengthy contract proposals for federal government national laboratories
- Created collateral marketing materials and internal communication vehicles