

**Suki Casanave**  
www.sukicasanave.com

Writer | Editor  
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### What I Offer

- More than 20 years of experience as an award-winning writer and editor.
- Effective storytelling, whatever the project—magazine feature or donor profile, web content or appeal letter.
- Expertise working with both individual clients and larger organizations.
- Extensive management and strategic planning experience, both as an editor and as director of an annual music and arts festival.
- Proven track record of bringing a team together to complete projects on time and on budget.
- Commitment to excellence and efficiency, collaboration and success.

### Current Experience

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#### UNIVERSITY OF NEW HAMPSHIRE [1994-present]

##### **Associate Editor | Writer** 2004-present

**University of New Hampshire Magazine:** Produce a steady supply of feature stories for the magazine (roughly 25 percent of the publication's feature contents during the past decade, including more than a dozen cover stories); edit, revise, and package the work of other writers; collaborate closely with advancement colleagues on communications projects, reinforcing a sense of community and pride in UNH.

**Advancement Communications:** Write and edit endowment fund copy, appeal letters, stewardship material, and more.

##### **Interim Editor** 2013 [Jan.-July]

##### **University of New Hampshire Magazine**

Oversaw the production of 64-page alumni magazine: established annual production schedule; researched and maintained a steady supply of potential stories; drafted editorial lineup with institution's advancement goals in mind; recruited national-caliber writers; researched and assigned stories to appropriate writers; edited and packaged the work of contributors, collaborating closely with the designer; managed in-house team and dozens of freelancers; initiated marketing projects with advancement colleagues, both in print and online; strategized about the future of the magazine and the role of communications and marketing.

##### **Editor | Writer** 1994-2004

Held several positions during this time: **Science writer/editor:** produced newsletter, press releases, magazine pieces; handled media inquiries. **Newsletter editor:** produced weekly faculty/staff paper, including all copy and layout. **Magazine editor:** oversaw creation and development of *University of New Hampshire Magazine* in preparation for eventual launch; developed mission statement; conducted focus groups; drafted storyboards; created media kit.

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## **FREELANCE WORK [1986-present]**

### **Feature Writer**

Produce feature stories for dozens of markets, including *Smithsonian*, *Family Circle*, *Ladies' Home Journal*, *The Washington Post*, *Yankee*, *Attache*, *Architectural Record*, *Christian Science Monitor*, *Los Angeles Times*, and *The Philadelphia Inquirer*. Have also worked on a variety of other projects, including two books, film treatments, slide show scripts, and the narrative voiceover for a four-part travel series that aired on PBS.

### **Copywriter**

Produce editorial content for corporations, small businesses, and nonprofits. Sample work includes ad copy, advertorials, annual reports, brochures, a corporate history book, development and marketing copy, newsletters, promotional profiles, and web content.

*For a full list of credits, clients, and awards: [www.sukicasanave.com](http://www.sukicasanave.com)*

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## **FESTIVAL MANAGEMENT [2003-present]**

### **Festival Director, Newmarket Heritage Festival**

Oversee all aspects of regional music and arts festival: lead and organize 12-person planning team; design complex program schedule; hire dozens of performers, artisans and other participants; manage a \$40,000 annual budget; coordinate corporate fundraising and grant writing; oversee website design and maintenance; coordinate publicity, including social media outreach; orchestrate logistics of the event weekend in preparation for thousands of attendees.

## **Previous Experience**

## **YANKEE PUBLISHING [1991-1993]**

### **Associate Editor, *Yankee* and Managing Editor, *Travel Guide to New England***

Oversaw a number of aspects of production; collaborated closely with fellow editors, as well as designers and freelancers; wrote and edited extensively.

## **NEW HAMPSHIRE PROFILES [1989-1991]**

### **Editor**

Managed all aspects of producing a bimonthly magazine: developed editorial calendar, oversaw budget, hired and worked with freelancers; collaborated closely with designer; wrote features; edited all stories.

## **UNIVERSITY OF NEW HAMPSHIRE [1985-1993]**

### **Writing Instructor**

Taught magazine feature writing (filling in for journalism professor on sabbatical), prose writing, honors English, freshman English.

## **BOSTON CHILDREN'S MUSEUM [1982-1984]**

### **Assistant Director for Public Relations**

Wrote press releases, PSA's, and newsletters; oversaw and managed extensive media outreach.

## **EDUCATION**

University of New Hampshire, Durham, NH: M.A. in English literature | 1986

Simmons College, Boston, MA: Graduate education courses | 1982

Principia College, Elmhurst, IL: BA in English | 1982, with highest honors