

MARVIN V. GREENE
OWINGS MILLS, MD 21117
410-654-6864
mvgreene@att.net

PROFILE

Skilled, meticulous, accomplished writer/editor, journalist, communications director, consultant. Subject-matter expertise includes healthcare, government, technology, retail, supplier diversity, business and financial. Master's degree, Columbia University. Conversant technical skills, knowledge. Proven ability to think creatively, grasp concepts and initiatives while understanding the dynamics of organizational structure. A self-motivated professional who knows how to get projects completed on time and on budget.

DEMONSTRATED EXPERTISE

Corporate/executive communications, strategic/marketing communications, writing and editing, project management, content management, technical writing, social media, government/public affairs, copy editing/design, leading/managing teams/committees.

EDUCATION

M.S. Degree, Journalism, Columbia University, New York, N.Y.

B.S. Degree, Mass Communications, Towson University, Towson, Md.

PROJECTS/SUMMARY

- **MANAGE** corporate/executive communications functions for Blue Cross and Blue Shield Association Federal Employee Program, responsible for writing/editing board papers, process management of board communications, senior management correspondence, interaction with subject matter experts, presentations, proposals. Consult on wide-ranging communications issues.
- **PRODUCE** annual policy paper, book projects, press releases, technical memorandum, talking points, speeches, meeting minutes in supply chain diversity and business case development as independent writer/communications consultant for Billion Dollar Roundtable Inc. Prep speakers, organize/deliver oral presentations, manage client relationships.
- **REPORT/WRITE** on retail industry technical topics, including mobile technology, supply chain, training, loss prevention, marketing for *STORES* magazine (National Retail Federation).
- **CONTRIBUTING EDITOR** for science, technology, engineering and mathematics (STEM) topics for Career Communications Group Inc., including articles, features, interviews, reviews, lists/research, profiles. Provide editing and layout into content management system.
- **PERFORMED** writing/editing, communications, outreach for National Safety Council in

Washington, D.C., in National Programs/Government Affairs office. Reviewed government documents, tracked/researched legislation, rulemakings. Produced newsletters, articles, columns, case studies in occupational safety/health, construction, healthcare, transportation, consumer safety. Prepared memorandum, briefings. Covered congressional hearings, meetings.

- **MODERATED** occupational keynote and panel discussions at National Safety Council annual Congress & Expo in Chicago, Orlando, Fla., Anaheim, Calif. Assisted in development of press conferences, PowerPoint presentations, briefings, publicity for events.
- **MANAGED** annual “Doing Business in Maryland” project for Maryland Department of Business and Economic Development highlighting Maryland’s economy and business assets for distribution to the public. Wrote/edited/prepared graphics, charts, tables for 96-page supplement.
- **SENIOR WRITER** for *SuperCOMM Show Daily* in Atlanta and Chicago for SuperCOMM exhibition and convention. Wrote articles/columns on telecommunications, networking and technology topics.
- **MANAGED/PRODUCED NEWSLETTERS** for Media Group at Phillips Business Information Inc. covering Internet, cable television, interactive media, multimedia technology. Formulated/directed editorial policies, prepared communications/marketing plans, organized focus groups, assisted with budgeting as assistant managing editor. Traveled to industry conferences, trade shows and expos in California, New York, Florida, Washington, D.C., Atlanta.
- **MANAGED** newsroom and newsgathering function as managing editor at *Central Penn Business Journal*. Launched daily fax service for breaking news. Evaluated staff and editorial processes.
- **ADJUNCT PROFESSOR** in Communication Department at Loyola University in Maryland. Designed/taught two academic courses – “Writing for Public Relations” and “Journalism I” – directing the academic progress of more than 200 students, focusing on principles of effective writing, persuasion, communications planning and crisis communication.

WORK EXPERIENCE

Blue Cross and Blue Shield Association, Federal Employee Program, Washington, D.C.
Business Writer/Executive Communications, July 2011-Present

MV Enterprises (freelance/consultant), Owings Mills, MD, Washington, D.C.
Independent Writer and Editor (Principal), 2009-Present, 1997-2002

National Safety Council, Washington Office, Washington, D.C.
Washington Editor, 2002-2009

Phillips Business Information Inc., Potomac, Md.
Assistant Managing Editor, Media Group

Central Penn Business Journal, Harrisburg, Pa.
Managing Editor

Louisville Courier Journal Newspaper, Louisville, Ky.
Assistant Metro Editor, Reporter/Writer

Cahners Publishing Co., Newton, Mass.
Section Editor, *Electronic Business* magazine

Baltimore Sun Newspaper, Baltimore, Md.
Copy Editor, Reporter/Writer

TECHNOLOGY/TECHNICAL SKILLS

Operating Systems: Windows, Macintosh, MS/DOS; *Online*: HTML; *Desktop Publishing*: Microsoft Office, FrontPage, BoardVantage, Base Camp, PageMaker, SharePoint, Acrobat, InCopy; *Graphics*: Photoshop, CorelDraw; *Social Media*: Word Press, Blogger, Facebook, Twitter, LinkedIn