

# MARITZA COSANO

## COMMUNICATIONS DIRECTOR

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### CAREER PROFILE

Intelligent, highly motivated and experienced communications director with 20+ years of experience writing, editing, designing, and managing communications teams for a variety of audiences. An excellent writer and creative thinker with a passion for words—creating concepts in terms that make sense to customers, press, and the public.

"As a writer, chasing and finding a story, then sharing that with my readers are some of the joys of my job. During my career, I've written on topics as diverse as a church leader following his call in life, to a feature profile on Gloria and Emilio Estefan. As an editor, I've enjoyed working directly with other writers and authors, helping develop their articles or manuscripts all the way to production. As a creative director of a communications team, I've had the joy to work with other creative minds, putting together words and pictures to create engaging and clear messages that impact people's lives."

WRITING  
EDITING  
MARKETING  
EDITORIAL DESIGN  
PHOTOGRAPHY  
PUBLICITY  
MANAGING

### EXPERIENCE & QUALIFICATIONS

#### COMPUTER/SOFTWARE PROFICIENCY:

- >>MAC OS
- >>Microsoft Word/Outlook/Excel/QuickBooks
- >>Adobe Creative Suite
- >>Dropbox, Google Drive

#### WRITER/EDITOR:

- >>Advanced knowledge of newspaper, magazine, Web, and book publishing processes
- >>A versatile journalist with expertise in religious non-profits and magazines covering city news, lifestyle, arts & entertainment, and travel industries
- >>Exceptional editorial skills in guiding writers/authors and shaping stories/manuscripts
- >>Superior verbal and written communication skills
- >>Excellent organization, time management, prioritization, and planning skills
- >>Ability to work in a fast-paced environment with accuracy, flexibility, and cordiality
- >>Excellent storyteller with superb editorial/publishing judgment

#### WEB CONTENT PRODUCTION:

- >>Conceptualizing websites
- >>Writing/editing web content
- >>Adding photos and videos
- >>Social media integration

#### MANAGEMENT & MARKETING:

- >>Department/Team management
- >>Project management
- >>Press releases and publicity

#### OTHER SKILLS/QUALIFICATIONS:

- >>AS in Journalism
- >>BA in Communications: English/Screenwriting
- >>Bilingual: English/Spanish
- >>Team player and well-versed in management and business principles

#### MARITZACOSANO.COM

West Palm Beach, FL

2014 - Present

#### Author / Writer / Editor / Editorial Designer / Publisher / Photographer

Develop magazine features, columns, and social media content, as well as original scripts for TV, Video and Film. Ensure the highest standards of writing, editing and design, proofreading and style continuity for books, newspapers, magazines, and websites. Also, work directly with authors to develop and refine materials for book production—print and digital. Projects include:

- Writing features and columns for newspapers, magazines, and organizations: West Palm Beach Magazine, Calvary Christian Academy, Talent Times Magazine, Palm Beach Post, Boca Raton News, Florida Gold Coast Magazine, Coastal Trade Magazine, Calvary Magazine, The Chronicle, The Good News of South Florida, Calvary Chapel Fort Lauderdale, Christ Fellowship, and Forest Hill High School.
- Writing/Editing/Designing fiction and nonfiction books: from children's books to young adult, to memoirs and art collections. Clients include: Tina Reeder, Dot Goldie, Chet Lowe, Linda Alfieri, Carol Ciccone, Sherri Gayle, Anna Hinsley, and Kathleen Denis.

**CALVARY CHAPEL FORT LAUDERDALE**

Fort Lauderdale, FL

2004 – 2014

**Senior Writer / Managing Editor, Communications Dept.**

Managed the writing department and its team of five writers and editors, both employees and contractors. This department provided all printed and online content for entire non-profit organization, consisting of over 80 ministries and multiple campuses in South Florida, including the Florida Keys.

- Wrote and edited features, articles, website content, brochures, radio scripts, press releases and ad copy.
- Conducted interviews with leading pastors and community professionals for various publications, including a monthly magazine, special editions, annual reports.
- Created promotional materials for the Calvary brand and its ministries, including Calvary Christian Academy, 4Kids of South Florida, His Caring Place, Family, Missions, Reach FM, Eikon, etc.
- Developed and maintained writing and formatting style guide for the Communications team, which all members applied when writing and editing copy.
- Implemented standard operating procedures to streamline work flow between writing team and ministry teams; routinely updating to reflect new corporate structures and technology.

2010 – 2014

**Creative Director / Managing Editor, Calvary Christian Academy**

Promoted to manage Calvary Christian Academy's new Communications Department, which consisted of a creative team of writers, editors, photographers and a Web designer. Our department soon became the hub of communications for the entire Academy.

- Produced printed and digital publications, press releases and direct marketing materials.
- Helped launch a robust website with new content, resulting in increased external communications between the Academy and parents, as well as enhanced student/teacher interaction, which increased student course satisfaction and learning.
- Incorporated the use of new technology and social media to communicate more effectively and make a significant impact on the lives of our students/parents.

**Journalism Teacher [9 - 12th grades], Calvary Christian Academy**

2007 – 2014

Recruited to teach the high school journalism class that began with three students and no curriculum. Wrote a book, *Strictly Journalism*, that served as the Academy's curriculum. After the first year, the class quickly gained popularity and it was filled to capacity with 21 students.

- Founded and produced *The Messenger*, the Academy's first high school's student news magazine, which became an award-winning publication and a member of the Columbia Scholastic Press Association.
- Founded *Journey Literary Magazine*, the Academy's first literary magazine, a collection of the best student writing, art and photography.
- Founded the Academy's first Creative Writing Club, which published its first student written book entitled, "Think," *A Collection of Poems and Short Stories*.
- *Managed and edited the Academy's yearbook*, assisting the yearbook adviser with various facets of production.

**RECOGNITIONS**

- 30 awards at *Sun Sentinel High School Journalism Awards*—from Best Overall and Best Cover Design to Best Photographer and Best Feature Writer, 2010 – 2013
- Gold medal for exemplary journalistic work, Columbia Scholastic Press Association for *The Messenger*, 2012 – 2013
- Silver medal for exemplary journalistic work, Columbia Scholastic Press Association for *The Messenger*, 2011
- Speaker, Columbia University, 89th Annual Columbia Scholastic Press Association Journalism Convention with over 3200 teachers and students in attendance, 2013
- "Best Writer" award for "Meeting Gloria & Emilio Estefan," cover feature in *Talent Times Magazine*, 1993