

PENNY WILLIAMS

175 Carolina Bluebird Loop, Arden, NC 28704 | pennywpenny@gmail.com | 828/ 768-7366 | portfolio: PennyWilliamsAuthor.com

PROFESSIONAL EXPERIENCE

Social Media Consultant

- 2013-2015: Create and implement social media strategy to grow brand awareness and community for blogs, businesses, and events. Past clients include: Mosaic Weighted Blankets, Ramble Run, Thomas Wolf 8k
- 2013-present: Forum moderation for ADDitude Magazine's online community, ADDconnect.com

2009-present

Freelance Writer

- *ADDitude Magazine*, the #1 publication on Attention Deficit Disorder, circulation: 45,000 per issue
(A list of articles and essays published in this magazine are noted below in the "Published Writing" section of resume.)
- *Healthline.com*, the fastest-growing consumer health information site, with over 40 million monthly visitors
(A list of articles published on this website are noted below in the "Published Writing" section of resume.)
- *Sensational Journeys*, Sensory Press, September 2011, Contributed one essay: The Signs Were Everywhere
- *Parents.com*, Helping a Child with ADHD Succeed in School, Winter 2011
- *Easy to Love but Hard to Raise: Real Parents, Challenging Kids, True Stories*, DRT Press, February 2012, Contributed two essays: Self-Reflection and Seeing Emma
- *Trust Your Intuition*, Xlibris Corp., Summer 2013, Contributed one essay: Addressing ADHD with Alternatives

2008-present

Blogger

- 2008-2013: Creator and Editor of *{a mom's view of ADHD}*, a website dedicated to helping parents of children with ADHD
 - Launched *{a mom's view of ADHD}* and secured over 20,000 page views per month.
 - Wrote essays and articles about:
 - parenting children with ADHD and co-existing conditions such as learning disabilities, anxiety, sensory processing disorder, and others
 - how ADHD affects all members of a family, family dynamic
 - Federal laws, such as IDEA and Section 504, as they pertain to children's rights at school
 - working with teachers and school staff to advocate for a child with disabilities
 - differentiated instruction and creating a classroom environment to serve kids with learning disabilities through inclusion
 - Researched external resources and information and compiled resources on the website
 - Expanded to a collaboration blog, managing six other contributing writers
 - Created a marketing strategy for the website utilizing social media such as Facebook and Twitter and writing for other websites and publications with a similar demographic
 - Maintain and moderate a group forum of over 4,000 readers on Facebook

EDUCATION

- B.A. Sociology, Criminology Minor, University of South Florida, 1996
- Internship, PR Dept., Florida non-profit
- N.C. Real Estate Licensee, Broker 2003
- ECO Certification, Asheville Board of Realtors 2006

- Accolades: one of the "Top 10 ADHD Tweeters to Follow Now," one of the "6 Best Blogs by Parents of Children with ADHD" by WegoHealth.com; "Top Health Blogger" on Wellsphere.com; a "Best of the Best Blogger" on sos-research-blog.com; WegoHealth.com Health Activist Awards 2011, Advocating for Another Finalist; and 2012 Top 10 on ADHD by goodtherapy.org.
- Contributing writer on the blog, *Easy to Love but Hard to Raise*, a companion to the book of the same title
- 2013-present: Creator and Editor of *Parenting ADHD & Autism*, a website dedicated to helping parents of children with ADHD and high-functioning autism
 - Launched *Parenting ADHD & Autism* and secured over 5,000 page views per month to date
 - Write essays and articles about:
 - parenting children with ADHD and/or autism and co-existing conditions such as learning disabilities, anxiety, sensory processing disorder, and others
 - how ADHD and autism affects all members of a family, family dynamic
 - Federal laws, such as IDEA and Section 504, as they pertain to children's rights at school
 - working with teachers and school staff to advocate for a child with disabilities
 - differentiated instruction and creating a classroom environment to serve kids with learning disabilities through inclusion
 - Research external resources and information and compile resources on the website
 - Maintain a marketing strategy for the website utilizing social media such as Facebook and Twitter and writing for other websites and publications with a similar demographic
 - Maintain and moderate a group forum of over 1,500 readers on Facebook
- 2014-present: Writer for *Boy without Instructions* blog on ADDitudeMag.com
 - Write essays and articles about my experiences parenting a child with ADHD, high-functioning autism, and learning disabilities, to help those on a similar parenting journey
- Wrote the following guest blogger articles:
 - Make Homework Routine, *School Psychologist Files*, December 2010
 - Make It Bite-Sized, *Let's Get Fit to Focus*, July 2010
 - My New Motherhood, *Road to Joy*, May 2010

PUBLISHED WRITING

Articles & Essays

Winter 2009, *ADDitude Magazine*
My ADHD Story: Love Notes

Fall 2010, *ADDitude Magazine*
Blah, Blah, Blah!

Winter 2010, *ADDitude Magazine*
Teachers We Love: Learning for All

Spring 2011, *Parenting Special Needs Magazine*
My New Motherhood

April 2011, *BlogHer.com* (article syndicated)
The Stigma of ADHD and Our Kids

Summer 2011, *ADDitude Magazine*
10 Things I Learned Camping with My ADHD Son
ADDitude Picks: Top 5 Apps for Managing ADHD

September 2011, *Sensational Journeys*, Sensory Press
 Contributed one essay: *The Signs Were Everywhere*

Winter 2011, *Parents.com*
Helping a Child with ADHD Succeed in School

February 2012, *Easy to Love but Hard to Raise: Real Parents, Challenging Kids, True Stories from DRT Press*
 Contributed two essays: *Self-Reflection and Seeing Emma*

Winter 2012, *ADDitude Magazine*
Smart Apps for the Smart ADHDer
More than Just Mom

Spring 2013, *ADDitude Magazine*
My Theory of Relativity
Have a Seat

Summer 2013, *Healthline.com*
Stubbornness Will Pay Off Later in Life
Adjusting to Life with Chronic Pain

Summer 2013, *Trust Your Intuition, Xlibris Corp.*
Contributed one essay: Addressing ADHD with Alternatives

February 2014, *Asheville Citizen-Times/WNC Parent*
Teens & Parents: How to Find Common Ground

March 2014, *WNC Parent*
Make home an adventure, too

June 2014, *ImpactADHD.com*
You Can Survive Parenting a Child with ADHD

December 2014, *Healthline.com*
How Can We Help Children with ADHD Control Their Aggression?

December 2014, *Asheville Citizen-Times/WNC Parent*
How to Accommodate Kids Who Need Advanced Learning

January 2015, *Healthline.com*
Success at School Is Possible, Even If Your Child Has ADHD

January 2015, *Healthline.com*
Complementary and Alternative Medicine: the New Landscape of ADHD Treatment?

February 2015, *WNC Parent*
Kids' good social skills = good relationships

February 2015, *Healthline.com*
Can Neurofeedback Help Kids with ADHD Press the Restart Button?

March 2015, *WNC Parent*
Camp Guide: Summer spots for creative kids

March 2015, *Healthline.com*
A Good Night's Sleep Helps Children with ADHD

March 2015, *Healthline.com*
1 in 6 College Students Misuses ADHD Drugs — How Can We Break the Cycle?

Spring 2015, *ADDitude Magazine*
Create House Rules for Your Child with ADHD

April 2015, *Healthline.com*
Only a Third of Kids with ADHD Get the Recommended Treatment — Why?

April 2015, *Healthline.com*
Can an Infection or Injury Trigger Fibromyalgia?

April 2015, *Healthline.com*
Secondhand Smoke Increases Children's Risk of ADHD, Study Says

April 2015, *TheMighty.com*
10 Things Kids With ADHD (and Their Mommas) Wish Teachers Knew

May 2015, *Healthline.com*
Children Who Don't Get ADHD Treatment Can Have Problems Into Adulthood

June 2015, *WNC Parent*
5 tips for managing tantrums at any age

June 2015, *Healthline.com*
Lack of Mental Healthcare for Children Reaches 'Crisis' Level

June 2015, *TheMighty.com*
10 Must-Dos for Moms of Kids With Special Needs

October 2015, *Healthline.com*
Premature Infants May Be More Likely to Develop ADHD, Autism

October 2015, *Healthline.com*
Does an ADHD Diagnosis Camouflage Autism?

October 2015, *Healthline.com*
Doctors Are Getting Most ADHD Diagnoses Right

Books

June 2014, Grace-Everett Press
Boy Without Instructions: Surviving the Learning Curve of Parenting a Child with ADHD
2014 USA Best Book Awards Finalist, Parenting and Family Category

January 2015, Grace-Everett Press
What to Expect When Parenting Children with ADHD: a 9-step plan to master the struggles and triumphs of parenting a child with ADHD
2015 International Book Awards Winner, Health: Psychology & Mental Health Category

2001-2002

Client Liaison, Asst. Art Director, Copywriter, Proofreader, Copy Editor, and Office Manager

Vision Graphics

Client liaison of small graphic design/advertising firm to coordinate the creation of marketing campaigns, branding, etc. and supporting print and web media

- Meet with firm clients to determine project goals
- Coordinate with senior designer to develop marketing strategies and create project plan to meet clients needs within budget and timeline
- Participate in creative process and make "pitch" presentations to client
- Proofread, edit, and provide art direction
- Write copy for ads, brochures, direct mail, product info sheets, websites, and so on
- Investigate, select, and monitor suppliers of marketing production services (graphic designers, printers, photographers, web programmers, and so on)
- Coordinate traffic from initial client meeting to final product
- Office Manager: answer phones, manage files, office supplies, accounts payable and accounts receivable (Quickbooks)

1998-2001

Communications Designer

Tricon Global (now YUMBrands)

Marketing of health & welfare and financial benefits programs to employees nationwide

- Produce employee communications materials by creating marketing concepts, writing, proofreading and editing copy, and/or by directing the services of a graphic design firm
- Manage and maintain production of Tricon's Human Resources Intranet Site, *HR Online*. Produce graphic design and layout in an html environment, transform printed pieces to an e-format, and act as liaison between IT and HR to coordinate multiple *HR Online* projects
- Develop marketing strategies for new and/or existing employee benefit programs to increase enrollment or plan participation
- Investigate, select and monitor suppliers of marketing production services (graphic designers, printers, web programmers, photographers, and so on)
- Assume lead responsibility on the production and distribution of print materials on projects like: International Salaried Open Enrollment (40 people), RDC Annual Enrollment (600), "the scoop" quarterly newsletter (7,000) and Annual 401k Match Announcement (45,000+).