



Stephanie Bird

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Experience

Health Educator July 2014 · Present

Health Solutions

- Educating "health fair" participants at various corporate events about the results of their health screenings, including blood glucose, cholesterol, and anthropometrics
- Explaining relevant health topics, including diabetes, cardiovascular disease, and the benefits of nutrition and activity, tailored to each person's individual results
- Identifying which results potentially impact health, such as elevated blood pressure, symptoms of diabetes, benefits of smoking cessation, and handing out relevant health education flyers and answering questions about the information provided

Freelance: Writing, Photography, Grant Writing, Marketing Consultant June 1998 · Present

Columnist, reviewer, and feature writer

- North State Parent Magazine: November 2013 – to present
- LIVESTRONG.com and eHow.com: April 2010 – March 2011
- Resource Development for Health and Human Services: November 2005 – February 2007
- Chico News & Review: October 1998 – February 2007
- Chico Enterprise-Record: March 1999 – March 2001
- The Synthesis: May 1998 – September 1998

Content Developer and Editor, Marketing February 2007 – March 2009

Improvement Direct, a Wolseley company (now DBA as Build.com)

- Developed and edited written technical and marketing content, such as how-to articles, buyers guides, offer disclosures, legal information, technical writing, and project proposals
- Supervised staff copywriters and college interns for content development
- Initiated "Eco" program, including working directly with WaterSense and Energy Star
- Produced three webisodes from the Eco Home Improvement webisode series

Marketing and Promotions Coordinator June 2002 – November 2005

York Publishing (*Videomaker* and *Smart TV & Sound* magazines)

- Developed marketing copy and content for web and print materials
- Created email campaigns, including writing HTML/CSS, design elements, deployment, tracking, list management, and managed mail-merges including multiple-piece mailers
- Coordinated events, including semi-annual Expo tradeshows and a week-long cruise workshop in the Caribbean for videographers
- Designed marketing materials not handled by the production department

Marketing Coordinator April 2000 – October 2001

CyberEd, Inc., a PLATO Learning company

- Developed print campaigns for an educational software company producing interactive biology and chemistry software for high school students
- Supervision of a graphic designer
- Event coordinator to promote company tradeshow presence
- Technical writing to accompany product (educational software)

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Education

California State University, Chico

May 2013

Bachelors of Science in Nutrition and Food Sciences, Option in General Dietetics

Professional Skills

- More than ten years experience in published writing and editing, including everything from web content to technical writing
- More than ten years experience in creative marketing
- Expert skills in Microsoft Office, especially Excel
- Specialist in alternative diets for medical conditions, specializing in food allergy and intolerance
- Extensive coursework in foodservice management including recipe standardization, budgeting, procurement, and food safety

Certifications

- ServSafe Food Safety Certification, October 2011
- Hazard Analysis Critical Control Point (HACCP) Certification, December 2011

Extracurricular Activities

- **Internship** at PASSAGES, reviewing monthly menus for meeting senior nutritional needs and diversity as well as giving nutritional evaluations of both male and female volunteers and conducting research via questionnaire of the eating habits of seniors who frequent congregate meal sites (Spring Semester, 2013)
- **Food production and Media** to promote “Growing Healthy Children Fun Run/Walk” – an event showcasing new foods and ways to prepare them to kids and their parents after they participated in a 5k walk/jog in Bidwell Park (Spring Semester, 2013)
- **Internship** at the Center for Nutrition and Activity Promotion (CNAP), working on communications, brochure design, website editing, and collecting research data (Spring Semester, 2012)
- **Co-author** of a successfully funded Center for Excellence in Learning and Teaching (CELT) grant proposal for the Nutrition and Food Science department, funding the student clinical simulation activity for Medical and Nutrition Therapy instruction (Spring Semester, 2011)
- **Creator and moderator** of GutThinking.com blog and Facebook Group (Spring 2010 to current)