

Philip C. Allard

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PERSONAL INTRODUCTION

I am an accomplished writer and editor with diverse experience in the publishing industry. I am making a career transition to my first love of teaching English and Language Arts. Currently, I am enrolled in the Alternate Route to Certification program, and I look forward to the challenge of helping students reach their potential through creative solutions to complex problems. Previously, I taught English Composition as an adjunct instructor at Northwestern Connecticut Community College in Winsted, CT and as a Graduate Assistant at Central Connecticut State University.

EDUCATIONAL EXPERIENCE

Connecticut Department of Higher Education Alternate Route to Certification

Expected Date of Certification Eligibility: **August 7, 2009**

Receiving preparation for grades 7-12; English certification, endorsement #015.

BA, English, concentration in Writing, Central Connecticut State University

1977-1981

Graduate studies in English, 27 credit hours, Central Connecticut State University

1981-1983

SUBSTITUTE TEACHER, Litchfield, Washington, Thomaston, CT

2008-present

- Work as a Substitute Teacher in four Connecticut school districts: Region #12, Region #6, Thomaston and Litchfield
- Substitute teaching experience includes all levels from K -12, including special classes, learning support and emotional support classes
- Follow lesson plans, supervise students, support school procedures, demonstrate a professional image, motivate students and exercise time management.

PROFESSIONAL DEVELOPMENT

Member: Society of Children's Book Writers and Illustrators

Member: Northwestern Connecticut Chamber of Commerce

Professional Study: Poetry Workshops, Email Strategies, Permission Marketing, Web Analytics

PROFESSIONAL EXPERIENCE

FREELANCE WRITER AND EDITOR, Litchfield, CT

2004-present

The World Almanac: Write and Research large portions of *The World Almanac Book of Records*. Write in-depth research studies targeted to educators for *Issues and Controversies on File*.

Teacher's College, Columbia University: Perform full Copy-edit for *Teaching The Levees: A Curriculum for Democratic Dialogue and Civic Engagement*, a classroom manual for teaching Spike Lee's film *When the Levees Broke: A Requiem in Four Acts*.

The Creative Group (A division of Robert Half, Inc.): Write print and ad campaigns for The Stanley Works, Saint Joseph College, The Hartford Business Journal, Aetna, The Phoenix Companies, Mass Mutual and others.

Martino & Binzer Ad Agency: Write compelling website copy for EVOLVE SLV™ laser products, biolitec™ medical technology, Rosecliff Living, PAGS Companies, and many others.

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Professional Experience, cont.

Additional Clients: Copywriting: *Archaeology Magazine*, Dupont Business Systems, Stanadyne Corporation, Columbia University, Robert E. Morris Company and its subsidiaries.

ESPN: Write scripts for ESPN Classic's RINGSIDE Boxing Documentaries. Prepare research and write scripts for on-line talents. Adept at research techniques and programs.

Happy Villages, The Quilted Lizard Group.

Full-length book editing: *The Apron Pocket Guide to Woodworking*, Fox Chapel Publishing Company;

Sportswriting: Write *The 10th Inning Journal* on the website of WCBS NewsRadio 880, the flagship station for the New York Yankees. Co-Host Radio Show with Mike Silva for NY Baseball Digest. Publish numerous feature articles for NYYFANS.com, the premier website for Yankee fans.

Please visit www.philwrites.com for writing samples.

THE TAUNTON PRESS PUBLISHING COMPANY, Newtown, CT

1987 – 2004

New Media Project Manager

2000 – 2004

Developed and managed content for special-interest website. Responsible for product promotion for magazines, books and videos. Acted as main contact for customer service-related issues. Co-managed department of 8 staff members.

- Researched and wrote content for launch of the company's new web site, including 450 book pages. Achieved consistent voice and presented product benefits in a compelling manner, resulting in a 15% growth in book sales.
- Conceived architectural and navigational strategy for online and "store" section of site. Compiled book clusters for ease-of-shopping. By improving ease of use, increased user time spent in store area by 25%.
- Developed and implemented marketing plans for aggressive multi-interest group e-mail campaigns.

THE TAUNTON PRESS PUBLISHING COMPANY

Corporate Promotion Manager

1992 – 2000

Managed the day-to-day operations of the in-house promotion department. Directed copy, copyedit, design and production. Responsible for all phases of creative promotion for 7 magazines, including launches, and 30-40 new books a year, plus extensive backlist. Oversaw \$1M operations budget and 9 staff members.

- Developed, wrote and produced successful direct marketing campaigns for special-interest publications, including launch packages for *Home Furniture*, *Fine Cooking* and *Kitchen Garden* magazines. (Response rates of 5.6%, 5.1% and 4.8%)
- Conceived and wrote several new *Fine Homebuilding* and *Fine Woodworking* media kits. Collaborated with research groups, advertising sales staff, and designers to present and organize data in a clear fashion.
- Researched and developed new formats for use in various ad sales promotions Achieved 8 years of successive ad growth for *Fine Homebuilding* segment.

Promotion Services Coordinator

1991 – 1992

Managed promotional staff for new product launches and support of backlist. Wrote copy for every campaign.

- Conceived and wrote direct mail for Rob Thallon's *Graphic Guide to Frame Construction*. (15% gross response. 73% pay-up. Mailed package several more times with positive results.)

Senior Copywriter

1987 – 1991

Wrote all promotional copy for magazines, books and videos.

- Conceived and wrote direct mail for Builder's Library continuity series. (Taunton's most successful book series. 6.9% gross response. 70% pay-up.)

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REFERENCES

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