

Ruth Gaulke MAS, MA

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Environmental Sustainability Professional - Writer - Editor

Environmental sustainability and communications professional with written and verbal expertise providing the ability to provide counsel and communications support to teams; and deliver effective messages to internal and external audiences. Experienced manager who leads key projects that require team coordination and budgetary skills.

CORE COMPETENCIES

- Project Management
- Process Improvement
- Editing
- Website Development and Content Creation
- Communication Strategy
- E-communications
- Budget management
- Report Writing

PROFESSIONAL EXPERIENCE

Rebel Writer – Parker, CO

2003 - present

President

Woman-owned communications company that creates and edits newsletters, educational content, technical/user documentation, web content, scripts, and marketing copy for commercial, government, and non-profit institutions.

Key achievements:

- Inspired policy change by creating a project plan, cost/benefit analysis, and SWOT analysis to implement recycling services in one local subdivision.
- Expanded outreach of Colorado's renewable energy initiatives by writing and editing the Colorado Renewable Energy Society's *Colorado Local Clean Energy Policy Guide*.
- Established Douglas County's sustainability efforts by creating the sustainability mission, vision, goals, and objectives as part of the Sustainability Initiative Advisory Committee.
- Improved visitor experiences at the Rocky Mountain Arsenal National Wildlife Refuge by creating educational tools and quarterly newsletter.
- Synthesized information to create the Colorado Greening Government Annual Report Card for 2011.

U.S. Forest Service – Fort Collins, CO

Internship – Summer – 2010

Public Affairs Specialist

Member of a unique Incident Management Team responsible for the safety of forest visitors and employees informing external and internal audiences about safety precautions, project updates, and current happenings related to the Mountain Pine Beetle incident in the Rocky Mountain region.

Key achievements:

- Encouraged the public to visit the forests regardless of the beetle impact by creating content for the new U.S. Forest Service Bark Beetle website.
- Instilled safety as the prominent concern for employees through monthly editions of an internal newsletter called *Beetle Bite*.
- Doused public misconceptions and media claims regarding incomplete forest projects through a detailed communication plan that targeted project highlights to key constituencies.

Institute for Environmental Solutions (IES) – Denver, CO

2008-2009

Research Assistant

Accepted position with the organization to help address complex environmental challenges to the Rocky Mountain region such as air and water quality.

Key achievements:

- Educated local residents about water quality and methods to alleviate the growing concerns of emerging contaminants in waterways by researching data and writing articles and reports.
- Funded 100 percent of projects by writing and editing grant applications.
- Proposed a new project by writing and editing a prospectus for an online, sustainable, tree-planting tool.
- Promoted IES, its mission, and project status by writing press releases and annual reports.

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Medical Group Management Association (MGMA) – Englewood, CO

2000-2008

Production Manager

Accepted various roles of increasing responsibility and authority (including *Special Projects Analyst and Web Content Editor*) at MGMA, the premier membership association for professional administrators and leaders of medical group practices.

Key Achievements:

- Saved more than \$50,000 in publishing costs and improved time to market for MGMA’s survey report series by implementing project plans and improving vendor relationships.
- Grew MGMA’s online presence by more than 50 percent as a result of planned website redesigns and updating website content daily.
- Increased sales by more than 30 percent for the award-winning, MGMA publication *Performance and Practices of Successful Medical Groups* for four consecutive years by improving the production schedule and changing vendors.
- Added new products for market as managing editor and/or writer of: MGMA’s *Success Pack and Practice Excellence – Success Stories from Outstanding Orthopedic Practices; Lessons for Financial Success; Mastering Patient Flow – Using Lean Thinking to Improve your Practice Operations, 3rd edition; and Performance and Practices of Successful Medical Groups: 2007, 2006, 2005, and 2004 Reports.*
- Improved internal communications through launching and writing articles for an electronic newsletter – *MGMA Insider.*
- Evaluated membership, products, and services by managing and creating research surveys and report analysis that enabled departments to improve member relationships and target products and services more effectively.

Industrial Text & Video (ITV) – Marietta, GA

1997-1999

Technical Writer

Leading provider of PLC, electrical maintenance, and industrial-automation training.

Key Achievements:

- Improved ITV’s market presence by writing video scripts, designing reference handbooks, and creating computer-based training programs for engineering training packages.
- Designed the layout and wrote audio text for an interactive marketing CD.
- Launched marketing campaign for all products by writing content material for direct-mail pieces and press releases.

Earlier career history includes roles as Communications Coordinator and Systems Analyst at Georgia Pacific.

EDUCATION

Master of Applied Science, Environmental Policy and Management – University of Denver – Denver, CO

Master of Arts, Professional Writing – Kennesaw University – Kennesaw, GA

Bachelor of Arts – Iona College – New Rochelle, NY

AFFILIATIONS / VOLUNTEER

Rocky Mountain Association of Environmental Professionals
(Vice President, Secretary)

Douglas County Sustainability Initiative Committee (Appointed)

Society of Technical Communications (past President, past Vice President, past Secretary)

EHealthcare Leadership Awards (Judge)

TOOLS & RESOURCES

Microsoft: Word, PowerPoint, Publisher, VISIO, Outlook

Adobe: PageMaker, Acrobat

Macromedia: Dreamweaver, Fireworks

Constant Contact, HTML