

Doretta Wildes Writer/Editor

dorettawildes@gmail.com | dorettawildes.com | poorpearlpress.dorettawildes.com

Professional Overview

I'm an award-winning writer with 30+ years of experience in advertising and creative communications. My career has spanned projects in nearly every writing genre, from print through interactive media and video. While I'm paid to write copy for clients, I'm also a published fiction writer. You can find my work on [Amazon](#).

I'm a compulsive wordsmith. So you can depend on me not only for original ideas, elegant phrasings and the right words in the right order, but also for airtight grammar and punctuation. Typos don't escape with their lives when I'm behind the keyboard.

I'm just as punctilious about deadlines. I've never missed one in the 30 years I've been writing professionally.

All of these skills have made me an asset to clients in a variety of categories, from retail booksellers to insurance carriers.

Primary skills & strengths

Writing; Editing; Proofreading; Interviewing; Web research; Managing multiple projects on deadline; Conceptual presentation; Strategic thinking; Coordinating with graphic designers and other professionals; Highly organized and efficient; Self-starter; Ability to work independently while coordinating with a team; Meticulous craftsmanship; Experience in supervising writers and freelance designers.

Client categories

[Architectural firm](#) (S/L/A/M Collaborative)

[Arts and culture](#) (The Mark Twain House and Museum; School of the Museum of Fine Arts in Boston; Wadsworth Atheneum)

[Bookseller](#) (R.J. Julia Books in Madison, CT)

[Consumer services and goods](#) (Best Cleaners; SNET; Hitchcock Chair Company; Bob's Stores; Becker's Jewelers)

[Design firms](#) (Cummings & Good; Wondriska Russo; Chris Passehl Design; Cheney & Company)

[Financial and accounting](#) (Deloitte & Touche; Webster Bank; Risk Capital Reinsurance; Blum Shapiro; FML)

[Health insurance companies](#) (CIGNA; ConnectiCare)

[Hospitals and health care providers](#) (New Britain General Hospital; Hartford Hospital; Midstate Medical Center; Bristol Hospital; St. Vincent's Hospital in NYC; The Hospital of Saint Raphael)

[Life/accident insurance and financial planning](#) (The Hartford; MassMutual; SUN Life; ING; Travelers)

[Non-profit groups](#) (National Kidney Foundation; United Way; Connecticut Fund for the Environment; Girl Scouts of Connecticut)

[Retirement and residential communities](#) (Masonicare; Evergreen Woods)

[Schools](#) (Independent Day School in Middlefield; the American School in London; Lyme Art Academy)

[Software and technical products](#) (SSIMed; Renzulli; Cognos; Beekley; Scan-Optics)

[Universities](#) (The University of Connecticut; Southern Connecticut State University; Columbia University)

Professional history

April 2008-Present: Senior Copywriter, Creative Services, The Hartford in Hartford, CT

August 2006-April 2008: Senior Copywriter, Adams & Knight Advertising in Avon, CT

January 2001-July 2006: Self-employed Writer in Portland, CT

June 2000-December 2000: Senior Writer, KGA Advertising in Middletown, CT
(Position ended when the company went out of business.)

Jan 1998-June 2000: Self-employed Writer in Portland, CT

November 1993-January 1998: Associate Creative Director, Keiler & Company in Farmington, CT

September 1989-November 1993: Self-employed Writer in Richmond, VA

September 1988-September 1989: Copywriter, Sharon Brooks & Associates in Richmond, VA

1987-1988: Adjunct English & Creative Writing Instructor, J. Sargeant Reynolds Community College in Richmond, VA

Professional awards & honors

Insurance Marketing Communications Association (IMCA) Showcase Awards Competition
Awards of Excellence (3) for The Hartford (2011)

New England Direct Marketing Association Award
Bronze for "Stress Less" direct marketing campaign for The Hartford (2010)

Hartford Ad Club Awards
Bronze for Group Benefits calendar (2010)
Bronze for reusable grocery bag (2010)

The Hartford
Special Achievement Award (March 2009)

American Marketing Association of Connecticut
Mark of Excellence Awards (2008): Renzulli ads
Hartford Stage (Brand:NEW) promotion

Hatch Awards
Gold award for Among Trees, book by photographer Sean Kernan
Silver award for Deloitte & Touche's 100-year anniversary book

Connecticut Art Directors Club Awards
Self-promotional direct mail for Cheney & Company
President's Annual Report (2002) for the University of Connecticut
Ad and radio spot for National Kidney Foundation
Ad for KGA Strategic Planning
Poster and mailers for St. Vincent's Hospital
Ads and corporate capabilities brochure for Risk Capital Reinsurance
Posters and announcements for CADC
Brochure for Hartford Courant
Brochure for Konica Business Machines
Annual report for Trident International

Connecticut Ad Club Awards
Ad for National Kidney Foundation

Shoot Magazine's "Best Spot You Will Never See"
TV spot for Becker's Jewelers

Hartford Ad Club Awards
Gold pen for Girl Scouts of Connecticut print and tv

Silver award for Wadsworth Atheneum poster series
Bronze award for Renzulli ad
Direct mail for St. Vincent's Hospital

Graphis

Winning entry for Connecticut Art Director's Club posters

Print's Regional Design Annual

Excellence award for Champion Paper promotion

Mead 60

Winning entry for corporate brochure for Analysis and Technology

Virginia Society for Health Care Marketing & Public Relations

First Place, superior and meritorious awards for a variety of hospital brochures and ad series

Education

M.A. in English (Writing Program), Brown University, 1982

B.A. in Chemistry, Connecticut College, 1980, Phi Beta Kappa, Winthrop Scholar

Academic awards & honors

Wesleyan Writers Conference, Winner of The General Federation of Women's Clubs of Connecticut Scholarship, 2009

Academy of American Poets Competition Prize, Brown University, 1982

Charles B. Palmer Prize of the Academy of American Poets, Connecticut College, 1980

Hamilton M. Smyser Prize for Excellence in Fiction, Connecticut College, 1980

Special projects & publications

Libretto: Special rhymed and metered version of select recitatives in Handel's *Ariodante*, written for a concert production of this opera by the Connecticut Concert Opera

Novel: *Beyond Confusion*, published 2018; 4.7-star rating from [IndieReader Reviews](#), October 2018

Novel: *Rinse Cycle*, published 2011

Short stories: *Peril & Other Stories*, published 2011; Finalist in the *ForeWord Reviews* Annual Book of the Year Competition, 2011

Poems: Some of my work has appeared in [The Yale Review](#) and [Cimarron Review](#)

Other projects & interests

Interests include literature, classical vocal music, Celtic harp, art, medicinal herbs, birds and gardening

References

Upon request