

YVONNE KOULOOUTHROS has spent the majority of her life working with the written word; even when she was a teenager, she served as an editor for her high school's newspaper. Related scholastic experiences that followed included the positions of news editor and editor in chief for her undergraduate college's weekly newspaper as well as an editor for her graduate school's special-edition newspaper. Yvonne has since returned to the academic front more than once, teaching at New York University's Graduate School of Arts & Sciences for its Arthur L. Carter Journalism Institute and lecturing at area high schools.

A graduate of Lafayette College (bachelor's degree in language exposition) and NYU (master's degree in magazine journalism), Yvonne has over 20 years of experience in creating, writing, editing, proof-reading, and formatting a wide variety of materials—advertisements, annual reports, articles, bios, brochures, business plans, catalogs, copy for Web sites, e-newsletters, essays, letters, manuals, manuscripts, marketing materials, media kits, newsletters, packaging, presentations, press releases, résumés, reviews, studies, theses, and more—for academic institutions, authors, condominium associations, homeowners, financial corporations, independent contractors, insurance groups, legal firms, manufactured-goods providers, marketing companies, non-profit organizations, professors, small business owners, students, and technology corporations as well as publishers of magazines, newspapers, and books.

In 1989, Yvonne started her career at a local weekly newspaper, *The Shopper News* in Fair Lawn, New Jersey, where she assisted the copy editor and began an extensive study of AP Style. She then eventually worked for a larger daily newspaper, *The Express Times* in Easton, Pennsylvania, supporting the business and news editors. Switching gears to magazines by 1994, Yvonne assisted the associate editor of a monthly trade magazine focusing on business leadership, *Chief Executive*, in New York, New York.

A year later, *PC Magazine*, the world's then-largest semimonthly consumer publication headquartered in New York, New York, selected Yvonne to be the editorial researcher for its software department; eight months later in 1995, she became the department's staff editor and interim associate editor. In these capacities, Yvonne researched, wrote, and edited product reviews and articles while also working on special projects such as "Top Software Vendors," meeting deadlines in often record time, leading cover stories, serving as a liaison for magazine's first Web site, and compiling a new-hire manual.

In 1998, Yvonne joined New York, New York-based *The ProEmp Journal*, the then-only niche trade magazine that focused on the business of outsourced human-resource services, as its executive editor to overhaul all its content. By 1999, Yvonne became the journal's editor in chief, retaining her role as its only full-time editor as well as managing nearly all personnel and running ProEmp Inc. (the magazine's parent company, by that time in Fairfield, New Jersey) with its owner in addition to overseeing her countless and myriad of responsibilities: spearheading the Web site's redesign; developing marketing/publicity materials; revamping and documenting non-editorial operations such as the production, advertising, circulation, and printing processes; running promotional events; and serving as the owner's business advisor, including creating proposals for spin-off magazines. (continued)

WAY WITH WORDS®

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*Editorial/Copywriting*



*Services & Consulting*

By 2001, Yvonne became one of ProEmp's business partners. She remained with the firm until 2002, when she decided to work full-time for her own company, Way With Words. In 1999, Yvonne had established her Ramsey, New Jersey-based sole-proprietorship to offer editorial/copywriting services and consulting for many different companies, publications, and professionals as well as for the general public. Since then, her clients have included Amtrak, BMW, Bradley Pharmaceuticals, Concrete Media, FlagHouse, Gibraltar Financial Group, Hewlett-Packard, Katz Creative, Major Electric, Millennium Lawns, Nikon, Ritta & Associates, Samsung, Schering-Plough, Source Communications, Subway, WISE, and WPI Communications as well as numerous individuals.

Having always had an interest in charitable institutions, Yvonne decided in 2003 to assume the position of director of communications for HeartShare Human Services, a nearly 100-year-old area non-profit organization in Brooklyn Heights, New York devoted to helping people with developmental disabilities along with children and families overall. Before resuming work solely for Way With Words, Yvonne spent one year at HeartShare to create new publications for the organization and revamp its Web site while managing communications-related crises and internal/external requests, publicizing fundraisers, supervising and motivating staff, hiring and overseeing freelancers, updating circulation, promoting re-branding, and organizing archives.

Over the years, Yvonne has volunteered for Christian Children's Fund, Christian Health Care Center, Easton High School, Eastwood Convalescent Home, Habitat for Humanity, Lafayette College Alumni Association, NYU's College of Arts & Sciences' Arthur L. Carter Journalism Institute, Northampton County Prison, Operation Link-Up, Operation Santa, St. Nicholas Greek Orthodox Church, and The Women's Mosaic. She is a member of Alpha Phi Sorority and New York Women in Communications; her past memberships include American Association of University Women, Human Rights Watch, National Association for Female Executives, National Museum of Women in the Arts, National Organization for Women, North Shore Animal League America, and Society of Professional Journalists.

Yvonne's other main professional passion is working with foreign languages—she writes, reads, and speaks French, Greek, and Spanish. In her spare time, Yvonne enjoys being with her husband, family, and friends as well as traveling and learning about other cultures, reading, dog-sitting, organizing all kinds of "stuff," solving crossword puzzles, biking, watching movies, planning events, decorating, playing tennis, creating gift baskets, writing in calligraphy, playing the piano, and recording family genealogy. ●

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