
LIZ FINCH

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PROFESSIONAL SUMMARY

Versatile writer and content editor with over three decades of experience creating and refining content across diverse industries, audiences, and formats. Proven ability to adapt writing style and tone to match organizational voice while maintaining editorial consistency across print, digital, and multimedia platforms. Expert in transforming complex information into accessible, engaging content that serves varied stakeholder needs.

SKILLS

- **Multi-Format Content Creation** – Expert in developing content for print, web, direct mail, newsletters, reports, and multimedia platforms
- **Editorial Versatility** – Experience editing content across industries including healthcare, finance, travel, technology, and nonprofit sectors
- **Research & Interviewing** – Strong skills in gathering information from subject matter experts to create accurate, compelling content
- **Audience Adaptation** – Proven ability to tailor content for diverse audiences from major donors to general public
- **Content Enhancement** – Sharp editorial eye for improving clarity, engagement, and organizational alignment across all content types

WORK HISTORY

Writer, 01/1993 - Current

Liz Writes Stuff LLC – Remote

Create and edit diverse content types for wide-ranging client portfolio spanning multiple industries and content formats. Portfolio at www.lizfinch70.com demonstrates versatility across content types and audiences.

- **Pet Care:** In-depth articles covering pet health, behavior, and care topics for online and print audiences, demonstrating ability to combine real-world animal welfare experience with compelling storytelling that guides and reassures pet parents

- **Nonprofit Communications:** Print and web content for dozens of nonprofit organizations, showcasing expertise in mission-driven storytelling and supporter engagement across various formats
- **Fundraising Materials:** Direct mail content, annual reports, and comprehensive fundraising documents requiring precise tone adaptation for different donor segments
- **Healthcare Content:** Subscription newsletters about hospitals/healthcare topics, requiring accuracy in medical terminology and regulatory compliance
- **Financial Communications:** Newsletter content about retirement and finance topics, demanding clarity in complex subject matter presentation
- **Travel & Lifestyle Content:** Engaging blog content about travel experiences, requiring descriptive writing and audience engagement techniques
- **Educational Resources:** Online toolkit development about building successful organizational relationships, requiring instructional design and clear procedural writing
- **Donor Relations:** Personalized materials for major gift officers at City of Hope, a nonprofit medical research organization; demonstrating ability to craft compelling, relationship-focused communications that contributed to millions in donations

Interim Director of Fundraising and Marketing, 08/2024 - 12/2024

Southwest Wildlife Conservation Center – Scottsdale, AZ

Developed comprehensive content across multiple formats and audiences to support organizational communications strategy.

- **Multi-Channel Content Creation:** Created magazine, newsletters, campaign materials, and donor communications highlighting conservation priorities across print, digital, and direct mail formats
- **Audience-Specific Writing:** Developed content tailored to diverse stakeholder groups including donors, volunteers, community members, and conservation professionals
- **Campaign Development:** Crafted integrated messaging across various content types to support fundraising and awareness campaigns

- **Publication Management:** Managed editorial calendar encompassing multiple content formats and publication schedules

Senior Director, 09/2005 - 01/2024

Best Friends Animal Society – Remote

Led content development initiatives across multiple program areas, requiring versatility in content types and audience engagement strategies.

- **Program Communications:** Developed advocacy materials and engagement campaigns spanning educational content, policy communications, and public awareness materials
- **Stakeholder Communications:** Created targeted content for major donors, institutional partners, and program participants, adapting tone and format for each audience
- **Educational Content:** Produced training materials, workshop content, and informational resources for internal and external audiences
- **Data-Driven Content:** Developed content strategies that increased program participation by 40%, demonstrating ability to create compelling content that drives engagement

EDUCATION

Masters in Interdisciplinary Studies: (Nonprofit Mgmt/Animal Services Leadership)

Southern Utah University - Cedar City, UT

Bachelor of Arts: (English)

University of Iowa - Iowa City, IA

ADDITIONAL SKILLS

- **Public speaker at national conferences** including Best Friends Animal Society's National Conference, Humane Society of the United States Annual Expo, and Petco cat conference.
- **Proficient in computer and web applications**, including Microsoft Office tools, Google suite, ADP, Sharepoint, OneDrive, Trello, Fetch, Workday, PowerPoint, Asana, Canva, Wix, WordPress, Constant Contact, Bloomerang, Slack, Hootsuite. Knowledge of basic SEO, web analytics. Skilled in AP Style, Chicago Manual of Style, and American Psychological Association (APA) style (research papers).

Tour guide; wildlife hotline volunteer; Sept 2020 – Jan 2025

Southwest Wildlife Conservation Center, Scottsdale, AZ

Board of Directors, Vice President; Oct 2021 – Jan 2024

Partners for People, Aztec, NM

Board of Directors; Sept 2019 – Oct 2023

Fearless Kitty Rescue, Fountain Hills, AZ

Client Support; Jan 2019 - Jan 2020

Homeless ID Project, Phoenix, AZ