



914 - 439 - 3454 | pegzactivevoice@gmail.com

Freelance Writer/Editor - FL

BEST VERSION MEDIA • Atlantic Beach, FL • 9/1/2017 - 2/31/2020

Writer/Editor for Atlantic Beach Living Magazine

Generate human interest story ideas, write two to four articles each month, conduct interviews and research, schedule photo shoots, create calendar of events, and edit additional content from expert contributors. Work with publisher to submit all copy on or before deadline to designer, proof final magazine before publication.

Other notable projects: in FL

Provided writing and copy-editing services on several projects related to Emotional Intelligence for local EQ experts Karen D Nutter, President of Coaching by Karen Nutter, and Kelly A Mannel, President of ImagePartners, Inc. Also edited two books on Emotional Intelligence – The Power of EQ by Karen D Nutter and Cool Change by Dr. Pat Baxter.

Freelance Communications Consultant - FL

Leveraged experience in business writing and editing to address communications needs for various companies. Ensured all critical information and messaging was created and effectively distributed to appropriate audiences. Developed and implemented programs designed to increase and improve internal and external communications and generate written content that appeals to target audience.

Notable Projects:

- Lutheran Healthcare Systems, Brooklyn, NY – Researched and developed content for the Annual Report for this major NY Healthcare System.
- Diageo North America, Norwalk, CT – Improved the company's ability to reach customers where they are when by creating internal content for joint marketing and IT projects pertaining to global relationship marketing and digital marketing strategies.
- MasterCard Worldwide, Purchase, NY – Created strategy for internal HR Communications by developing and executing HR communications plans and employee deliverables specific to performance management, new hires, diversity and inclusion, and compensation and benefits.
- GAB Robins, Parsippany, NJ – Created marketing materials and collateral for print and web portal to provide specific product and service information to customers. content for employee award announcements for presentation at company-wide awards ceremony.



PEGGY McGUINNESS | Voice Over Artist | Writer/Editor



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Volunteer Work

- Performer, Producer, and Board Member, Village Light Opera Group, New York, NY
- Marketing, Box Office, and Stage Manager, Players by the Sea, Jacksonville Beach, FL
- Event Planning and Execution, Beaches Museum & History Center, Jacksonville Beach, FL
- Child Advocate, Guardian ad Litem (GAL) program for 4th Judicial Court, Duval County, FL

“Peggy is a talented editor and writer and was invaluable to me in the process of writing my book. Her insight into the subject matter was a tremendous help in structuring the book and finetuning content. She is an excellent communicator and listener and very adept at editing in a way that preserves my voice and intention.”

Karen Nutter

Author of The Power of EQ: Stronger Leadership through Emotional Intelligence

“If you are a neophyte, first-time author (as I was), you need a professional, experienced editor like Peggy McGuinness. Peggy provided me with the advice, insights and encouragement I really needed to get me to the finish line and become the published author I had dreamed of being.”

Dr. Patricia (Pat) Baxter, Ed.D, MS, CSA, CEIC

Author of Cool Change – Turning Emotions Into Leadership Strengths

“Peggy has assisted me as a communications expert and editor many times...She is a thoughtful and thorough editor and insightful communications project manager, dedicated to reaching the audience through context, clarity, and consistency.”

Kelly Mannel, SHRM-SCP, SPHR, CEIC

Owner, ImagePartners, Inc.