

Maria von Brincken

47 Lilac Circle, Marlborough, MA 01776

maria@mariavonbrincken.com

978 443 4540

Copy Writing, Editing, Graphics Design, Project Management

Freelance or Project work

Summary of Qualifications:

- Over 20 years experience writing. Published internationally. Award winning graphic design. Proven ability to meet deadlines and work within budgets.

Copywriting: Communicate your business message and product information in a clear compelling manner with the goal of increasing sales. Determine your mission statement and unique selling proposition.

Copy editing: Express business information clearly and accurately (consistent with the original intent of the author). Edit blogs, newsletters, and web pages.

Graphics Design and Lay-out: Organize your message, mission statement, product specs, and services coherently, simply, and powerfully in both written word and graphic lay-out. Option: print in-house.

Project Management: Coordinate all phases of project with attention to detail.

Products: Business Papers (Logotype, Letterhead, #10 envelope, Business card) , Flyers, Newsletters, Invitations, Tech Sheets, in-house Education Promotional Literature, Print Ads.

Technical Skills:

- XP and Vista: MS Word, Publisher, Power Point, Excel, ACDSee Photo Management
DynaSCAPE Design and Color, Thunderbird and Outlook, Internet Explorer, QuickBooks Pro

Professional Experience:

Landscape Designer

Maria von Brincken Landscape Garden Design (mariavonbrincken.com) 1990 to present

- Award- winning and published work (*Fine Gardening Magazine, Taunton Press*) for residential landscape customers.
- Project management on-time and on budget-- installations up to \$850K.

Writer

- Published in *Landscape Outlook*, Australia 2008
- Contributing Editor, *LandSHAPES Magazine* 2006-2007
- Web column and/or E-mail newsletter www.mariavonbrincken.com 2000 to present
- *Town Crier* column--Sudbury/Wayland/Weston editions 1997-2000
- Published in various newsletters 1990 to present

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Speaker

- Lecturer, Symposium (MHS 96-99), Conference and Workshop Leader 1994-present
- Instructor at Radcliffe Seminars, Radcliffe College
Courses (Design 1, Entry Gardens... and Alumni Weekend Workshop) 1997-2001

Graphics Designer

Maria von Brincken Design 1973-1984

- Award Winning Design---Logos, business papers, book covers, tech sheets, software manuals. Tech clients included Digital, the Computer Store, VisiCALC—the pioneering spreadsheet, Apple, IBM, Leading Edge, Solar Systems.
- Project Management—Book runs up to \$60K, complicated print jobs—embossing, 4 color plus, die cuts, special papers, and so on.

Education:

- BA University of California at Santa Cruz
- Graduate Certificate in Landscape Design at Radcliffe Seminars, Radcliffe College
- International Certification Landscape Design Association of Professional Designers (APLD)
- Continuing Education for ongoing national certification, expertise, and curiosity: Conferences (APLD Annual Design Conference, Boston’s Big Ideas, Ecological Landscaping Association (ELA), NEGrows, APLDne Business Conference, etc); Lectures (Landscape Institute, ELA, and others)

Service:

- Vice-President Elect, Events, APLD New England Chapter 2009
- Secretary, Events Chair, Board Member APLD New England Chapter 2004-2008
- Chair, Town of Sudbury Design Review Board 1990-94
- Chair or member of school committees, church, garden club, historical society, and others