

# Scott W. MacLachlan

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macwriter91@gmail.com

## **PROFESSIONAL SUMMARY**

Veteran technical and creative writer/editor with more than 15 years of experience developing engaging, effective communications for a broad range of clients. Primary expertise lies in automotive and chemical industries, as well as finance, human resources, construction, education, athletics, entertainment and community programs.

- Product sales brochures, catalogs, technical data sheets and safety data sheets
- Consumer and trade ads
- Tradeshow collateral
- Videos, websites, blogs and emails
- User manuals
- Contest promotions
- Annual reports
- Newsletters
- Press releases

## **EXPERIENCE**

### **FREELANCE, Writer**

Midland, Mich., August 2016 – Current

- Provide creative and technical writing, editing and proofreading services
- Specialize in automotive and chemical industries

### **GLOBAL LANGUAGE TRANSLATIONS AND CONSULTING, Editor**

Midland, Mich., January 2017 – January 2018

- Reviewed submissions from translators to ensure content accuracy and regulatory compliance
- Designed and edited materials in multiple languages in print and digital formats
- Assisted in development of computer-aided translation system

### **B+B MARKETING COMMUNICATIONS, Copywriter**

Midland, Mich., August 2009 – August 2016

- Created content for wide range of print and digital media
- Assisted with strategy development for diverse technical/commercial client portfolio
- Collaborated with creative teams to conceptualize branding and ensure consistent messaging
- Edited and proofread content and designs

### **PARSONS & MAXSON, Copywriter/Account Executive**

Saginaw, Mich., July 2001 – July 2009

- Wrote copy and assisted with strategy development for diverse technical/commercial client portfolio
- Managed accounts with multiple divisions of a global automotive supplier
- Helped create new business proposals
- Edited and proofread content and designs

### **GRAND BLANC COMMUNITY SCHOOLS, Substitute Teacher**

Grand Blanc, Mich., September 2000 – June 2001

- On-call substitute for regular teachers at high school and middle school
- Delivered prearranged lessons, adapting to a variety of situations each day
- Submitted daily class progress reports

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## **FENTON COMMUNITY SCHOOLS, Teacher**

Fenton, Mich., August 1998 – June 2000

- Instructed courses in American history, world history, freshman English and journalism
- Developed and delivered lessons within school and state curriculum guidelines
- Evaluated student work, kept records of progress and communicated with students and parents
- Served as official scorekeeper for boys and girls basketball teams

## **EDUCATION**

**MICHIGAN STATE UNIVERSITY**, East Lansing, Mich., B.A. Journalism; multiple emphases in history, geography and computer science

**UNIVERSITY OF MICHIGAN – FLINT**, Flint, Mich., Michigan secondary teaching certificate, history major, English minor; Angell Scholar, member of Phi Alpha Theta historical honors society

## **COMMUNITY**

### **MIDLAND FIGURE SKATING CLUB, Board Member (Member, US Figure Skating)**

- Coordinate community outreach and media relations to promote events and skater achievements
- Participate in member recruitment activities
- Assist in fundraising campaigns

### **MIDLAND SPEED SKATING CLUB, Volunteer**

- Assist in media promotion of events and skater achievements
- Volunteer timekeeper at local and nationally sanctioned events

### **BULLOCK CREEK ROBOTICS CLUB, Volunteer**

- Assist elementary school team with mission design parameters and robot programming to meet standardized requirements