

2327 Brown Avenue  
Evanston, IL 60201

Phone: 847.869.7106  
E-mail: [Lisa@TheLisaCompany.com](mailto:Lisa@TheLisaCompany.com)  
Web: [www.TheLisaCompany.com](http://www.TheLisaCompany.com), [www.ReallySimpleVideo.com](http://www.ReallySimpleVideo.com)

## Lisa Holton



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<b>Profile</b>	For more than a decade, I've been an independent writer, author and producer for corporations, publications, nonprofits and universities. With more than 25 years of experience in daily business journalism as an editor and reporter, I create versatile, audience-focused content in print, video and other digital media. Expert content strategist, project manager and author/ghostwriter of 15 books. <a href="#">Website.</a>
<b>Objective</b>	Challenging media and communications assignments requiring superior planning, storytelling and attention to audience.
<b>Employment</b>	<p><b>The Lisa Company</b>, Evanston, IL (1998-current). Cross-platform writing, editing and production services for corporations, publications and institutions. Co-founded <a href="#">Really Simple Video</a> (2009-current), a creative partnership specializing in diverse video projects for the web.</p> <p><b>Thomson Reuters/Faulkner &amp; Gray</b>, Chicago, IL (1996-97). Founding editor, <i>Card Marketing</i> magazine, a monthly covering marketing and advertising news in the credit, debit, smart card and phone card industries. Worked with staff, freelancers and industry professionals to develop unique content bridging the financial services and marketing industries.</p> <p><b>Chicago Sun-Times</b>, Chicago, IL (1981-96). Business Editor (1992-93), business reporter and editor (1981-92, 1993-96): Covered personal finance, healthcare, technology, banking beats; managed a staff of 15 as Business Editor and created Moneylife, a weekly personal finance section. Nominated for a 1989 Pulitzer Prize for workplace series.</p>
<b>Content Expertise</b>	<p><b>Editorial:</b> Bylined national and regional newspaper, magazine and digital work includes <i>ABA Journal</i>, <i>American Demographics</i>, <i>Better Homes and Gardens</i>, <i>Boston Globe</i>, <i>Chicago Tribune</i>, <i>Corporate Board Member</i>, <i>Crain's Chicago Business</i>, <i>CreditCards.com</i>, <i>Journal of Financial Planning</i>, <i>Latina</i>, <i>National Law Journal</i>, <i>Parents</i>, <i>The Recorder</i>, <i>Super Lawyers</i>, <i>USAA Magazine</i>, <i>Working Mother/Working Woman</i>. Specialist in business, personal finance, workplace and legal coverage. <a href="#">Archive.</a></p> <p><b>Web Video/Producing and Writing:</b> Creation of video and podcast content for AARP, Kellogg School of Management, Northwestern University, Garrett Evangelical Theological Seminary, OneQuestion.com and independent executives through <a href="#">Really Simple Video.</a></p> <p><b>Ghostwritten Books, Articles and Presentations:</b> Author and ghostwriter of 15 print and digital books, half written for corporate and professional clients. Produces advertorial and white papers for busy executives. <a href="#">Ghostwriting page.</a></p>

**Social Media/Web Content:** Development of website and blog content for corporations and institutions. *Clients include: Humana, American Hospital Association, Financial Planning Association, Levant Capital Management, Learning Point Associates and Tamarack Funds.* [Blog page.](#)

**Custom/Association/University Publications:** Long-form magazine, newsletter and e-newsletter content. *Clients include: American College of Physicians, American Hospital Association, Chicago Mercantile Exchange, Columbia College Chicago, IKEA, John Marshall Law School, Loyola University, Protiviti KnowledgeSpace, Sunset Custom Publishing, Sears Roebuck and Company, University of Notre Dame's Mendoza School of Business and Whirlpool Corp.* [Archive.](#)

**Newsletters (Print and Digital):** Creation of both print and electronic newsletters for internal and external audiences. Experienced with a number of CMS formats. *Clients include: American Hospital Association, DePaul University, Whirlpool Corp.*

**Corporate Histories:** Writing, editing and production of corporate and institutional histories including independent history [“For Members Only,”](#) and the University of Illinois Medical Center at Chicago/Department of Otolaryngology's 150<sup>th</sup> Anniversary Book. [History Page.](#)

**Reports:** Research, writing and production work on extensive single-subject projects – reports, case studies and white papers -- with spinoff blog, social media and video content. *Clients include: AARP, American Lung Association, BlueCross BlueShield Association, Euro RSCG Worldwide/Chicago, Foote, Cone & Belding, Joyce Foundation, Partnership for Prevention, Underwriters Laboratories and the University of Illinois at Chicago.* [Report archive.](#)

**Internal/External Communications Support:** Press releases and background documents for corporations and organizations. *Clients include: Financial Planning Association, Prairie Capital and Motor Coach Industries.*

## Training/Education

- **Northwestern University,** Medill School of Journalism, BSJ, 1981.
- **Columbia College,** Film Department, 2000-2001.
- **University of Chicago,** Medical Writers Certificate Program, 2003.
- **Donors Forum,** Proposal Writing Course, 2006.
- **Software Skills:** Microsoft Office Suite, Final Cut Pro, Adobe Creative Suite

**Birthplace:** Moline, IL

**References:** On request