

Angie Windheim

Copywriter, Photographer, Strategic Communications Consultant

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Be Creative. Be Strategic. Be Professional.

In 25 years of communications experience, these three directives have defined my work and served as the foundation for writing, researching, deciphering, positioning, and communicating effectively. They have allowed my work to adapt to a variety of industries, understand the complexities and needs of different audiences, and to flow with the ever-changing outlets. It is a privilege to help small businesses and non-profits gain a solid understanding of the best practices in digital, print, and visual media, as well as insight into the impactful photography that has become a huge necessity in our visual world.

EXPERIENCE

Angie Windheim Communications, LLC 2014-Present

Owner, copywriter, strategic marketing consultant

As a communications consultant responsibilities focus on defining audiences, their needs, and crafting strategic campaigns that emphasize loyalty and growth. Those messages are often shared through skilled copywriting in press releases, annual reports, websites, social media, news articles, blog posts, e-newsletters and more. Planning and content creation for Instagram, Facebook, Twitter, Pinterest, and mailing lists are also implemented to continue growing a receptive and relevant following. Professional photography is provided to boost content and create opportunities to promote products and events, as well as company culture and personality. Clients range from sole-proprietor to small business to non-profit. Industries recently covered include business aviation, music, and Western art.

Angie Windheim Photography 2009-Present

Owner, photographer

Professional photographer in a self-made business that has grown to be profitable and noteworthy in the local community. With just a handful of clients in 2009, the business has grown to over 70 clients ranging from high school seniors, wedding couples, events, family portraits, business portfolios, and more. Knowledge gained in all aspects of running a small business, including successful social media campaigns and website development, are incorporated into communications work.

SKILLS

Writing/Editing

Adept at identifying the ideal voice, tone, message, and "emotional pull" while following AP style.

Research / Idea Generation

Self-guided at acquiring needed background information and context while expanding concepts in new directions.

Photography

Skilled at creating image enhancing, professional quality pictures through portraiture, product and architectural shots, and event photography.

Photoshop/ Lightroom/ Graphic Design

Proficient in turning written content into published pieces or guiding graphic design teams to clean, user-friendly layouts in print and digital media.

Facebook | Twitter | Instagram | Wordpress | Pinterest | Constant Contact | Mailchimp | Wordpress

Intel Corporation 1994-1999

Press Relations Manager

Managed all outgoing communications with reporters and product reviewers at regional and national publications regarding the Intel Network Division. Developed strategic talking points, Q&As, and press releases, as well as the scheduling and management of senior staff on press tours and during interviews. Transitioned in final year to a content manager and provider for a flagship website dedicated to showing the power of processors through internet applications. Also proposed and pioneered one of the first job-share positions at Intel.

Oregon Daily Emerald 1992-1994

Advertising Manager

Managed advertising campaigns in the University of Oregon's campus publication, *Oregon Daily Emerald*. Maintained existing and built new relationships with a wide variety of local and regional businesses, created advertising targeted to students and faculty with results-oriented designs and messages. Along with several award-winning advertising designs, was responsible for creating one of the first advertorial sections in the newspaper with a wedding focus that included articles, sponsors, custom designed advertising, a model search, and photography shoot of the engaged couple at local businesses.

EDUCATION

University of Oregon, School of Journalism and Communication 1990-1994

Bachelor of Arts, majoring in public relations with a minor in marketing

PERSONAL

I am an Oregonian and though I love, love, love to travel both in the United States and off the continent (Florence, Italy could be my second home someday), I absolutely adore living in the Northwest. When I'm not snapping the shutter or writing, I grow things. My farmette is where I care for my husband and three sons, a slightly enormous yard and garden, twelve chickens, two goats, one bunny, one cat and one dog. I am also enamored with good meal ([check out my food blog](https://eatingwithangie.com) at <https://eatingwithangie.com>) or an hour on my yoga mat. Yoga is key to a healthy photographer. That equipment is heavy! I also run, because I can, it's good for my heart and mental state, and...remember that part about loving a good meal? Perhaps the most interesting part of my life is actually what my kids do with their spare time...music. If you like loud rock 'n' roll and get a chance to catch The Macks in town, you should. Reveling in their talent and helping to promote their shows is the perfect marriage of my mom pride and professional skills.