

Lisa Danhi

writer, editor, educator

for nonprofit, business & beyond

March 2024

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Santa Barbara, CA

CV of Professional Activities

Current Professional Objective

Greetings,

Thank you for taking time to become acquainted with my professional background and to consider how I may contribute to the success of your projects.

Currently I am seeking new project and client opportunities to which I may apply my skill set in business and technical writing; nonprofit grant writing and editorial support; SEO and website content development; composition and creative writing instruction. My ideal engagement is flexible in time and task, utilizes my broad interests and abilities, and capitalizes on my drive to create individually crafted solutions that help reach the objectives at hand via collaboration, resourcefulness, and inquiry.

In all cases, I take initiative to connect across cultures and ideologies, which fuels my fire to coax the best outcome for all, both in business and in personal endeavors.

Respectfully submitted,

Lisa Danhi

Professional/Educational Curriculum Vitae

Work Experience Highlights

- Ongoing writing and editorial services to provide grant writing; content development; copy editing; curriculum development; and language arts support to businesses and nonprofits for print and digital collateral.
- Facilitated the transformation of a static internet-based business into an e-commerce success by managing the redesign of the website, integrating SEO strategies, Google AdWords campaign goals, and related materials.
- Facilitated an extensive revitalization of a tutoring corner into an award-winning writing center at Santa Barbara City College by revising staffing, professional development, cross-campus outreach, curriculum development, and website content management.
- Provided scaffolded language arts assistance to a wide range of students – from kindergarten through university – in writing/composition; ESL; reading and related language arts; curriculum development across these levels
- Worked with under-prepared, under-represented, and non-traditional students from high school through community college level to plan for academic success.
- Provided to educational institutions and businesses a variety of grant writing, content generation, copyediting, and proofreading services.
- Created, managed, and cooked for a variety of business and community events of up to 100 guests.
- Developed and produced live events and ongoing open mic music venues to showcase original music, poetry, and creative expression.

Education and Certification

- **M.A., Education – Teaching and Learning: Language, Literacy, and Composition**, *University of California, Santa Barbara, CA, June 2004.*
- **B.A., Literature**, *University of California, Santa Barbara, CA, June 2001.*
- **A.A., Liberal Arts**, *El Camino College, Los Angeles, CA, June 1984.*
- **TEFL Certificate** (*Teaching English as a Foreign Language*), *June 2009.*
- **Advanced Tutoring Certificate**, *College Reading and Learning Association, March 2005.*

**Recent
Professional
Experience**

Writing Consultant, Copy Editor, and Technical Writer – Self Employed
February 2008 to Present, overview of client projects

- CURRENT: Provide grant writing and editing services for nonprofits in the arts, educational, and media communities.
- Developed a company-wide end user portal for technical documentation for enterprise CRM procedures and internal SOP solutions.
- Developed content for a website redesign project; client and public facing documentation; writing and editorial assistance for professional journal articles; craft social media outreach.
- Aligned technical data and industry-specific discourse in order to satisfy SEO and reader-friendly objectives for content development.
- Provided various tiers of technical writing, copy editing, and proofreading for local and remote clients; includes ISO 9000 and FDA compliant guidelines for document control and management for web and print publication.
- Local clients include Association of Women in Communication (AWC); TVSB; Amplify Arts/Girls Rock SB; Santa Barbara Museum of Contemporary Art; Mission Web Marketing; Rocky Nook Publishing.

Technical Writer – Yardi Systems
July 2022 – Present

- Develop and maintain end user online publications for commercial real estate accounting software; coordinate product team internal SOPs and documentation.

Contract Technical Writer – Summerland Wine Brands
September 2020 – March 2022

- Develop online user documentation portal for company-wide enterprise CRM and internal SOP solutions.

Assistant Director -- Brain Balance Achievement Center of Santa Barbara
July 2019 – December 2019 (business closed)

- Manage student learning center including developing marketing materials; maintaining student assessment records; coaching students through brain training exercises; coordinating front office activities; community outreach; event coordination.

Office Manager/Director of Operations – Powercom Inc.
December 2012 – May 2019

- Facilitate all online sales, vendor relations, AP/AR, and daily operations of this online equipment sales business,
- Coordinate redesign of website; develop and manage product database and e-commerce platform on OpenCart.
- Develop infrastructure support for sales and workflow organization.

Teaching Experience

Instructor – Santa Barbara City College

ESL and English Skills Departments

August 2009 to May 2012; and August 2004 to June 2006

- Create curriculum in accordance with department requirements and state accreditation standards
- Deliver and manage instruction for a variety of courses, including Reading Strategies, Composition, Grammar, and Conversation for English language development
- Coordinate with colleagues for the assessment and improvement of course and department Student Learning Objectives
- Integrate into writing curriculum additional instruction to assist underprepared or limited English proficient students, including integrating tutors into the classroom; utilization of campus resources; and development of study skills

Writing Center Co-Coordinator (LTA) – Santa Barbara City College

Cartwright Learning Resources Center

August 2006 to July 2009

- Reorganize and expand this academic student service by developing interactive curriculum, ongoing tutor training, and responsive faculty support
- Hire, train, and manage a diverse tutoring staff
- Create and publish an electronic newsletter to foster cross-departmental and campus communication regarding writing across the curriculum
- Develop and deliver curriculum for campus-wide writing skills workshops
- Contribute to website content management
- *As adjunct faculty:* Ongoing development and delivery of a tutor training course certified by the CRLA (College Reading and Learning Association)
- *As a tutor:* Utilize tutoring sessions to teach pre-writing techniques, thesis development, critical thinking, and grammar through strategy modeling, reflective listening, and scaffolded instruction

Writing Tutor – University of California, Santa Barbara (UCSB)

Campus Learning Assistance Services (CLAS) Writing Center

September 2001 to June 2004

- Assist students 1:1 or in small groups with development of essays, research papers, dissertation chapters, and other academic writing
- Utilize tutoring sessions to teach pre-writing techniques, thesis development, critical thinking, and grammar through modeling, reflective listening, and scaffolded instruction
- Collaborate with ESL instructors to provide both individual and small group tutoring as adjunct instruction to the course
- Assistance in integrating weekly tutorials into classroom curriculum

**Additional
Professional
Experience**

Language Arts Instructor – Upward Bound Program at UCSB

November 2003 to June 2005

- Instructor in Saturday College program for high school juniors and seniors with low socioeconomic or underprepared backgrounds
- Development and delivery of curriculum to prepare students to take the SAT reading and language arts test, including instruction in timed essay strategies
- Instruction in test taking strategies, college application writing, English grammar and usage, and teambuilding skills

Language Arts Specialist – YEA Program, Gevirtz Research Center, UCSB

Summers only: July 2002 to July 2005

- Develop and integrate writing activities into this outdoor experiential science education program, which was largely comprised of sixth grade students from low socioeconomic backgrounds
- Develop, coordinate, and publish a newsletter of student scientific writing, poetry, and art for each summer group, which also served as a yearbook
- Integrate music that reflected the content and values inherent in the program

Assistant Librarian/Governing Council Secretary, Peabody Charter School

September 1995 to June 1999

- *As Governing Council Secretary:* Maintain accounts and submit monthly reports to the Governing Council, which was comprised of parents, teachers, staff, district personnel; post agenda and take and disseminate minutes for bimonthly meeting; prepare official documentation package for charter renewal application; grant writing to secure funds for arts and music programs
- *As assistant librarian:* Help manage library's daily activity and materials circulation; coordinate parent volunteers; respond to instructor requests; develop thematic curriculum and lead group activities for grades kindergarten through sixth grade
- *As newsletter editor:* Interview, write, coordinate, layout, publish and disseminate bilingual school newsletter, which was used as a community building, instructional, and promotional tool
- *As parent volunteer:* Provide weekly assistance in the classrooms and chaperone on field trips for my three children's classes

Technical Writer – PALCO Laboratories,

February 1992 through June 1995

- Write and finalize end-user documentation and international labeling for this company's medical devices by coordinating with software and mechanical engineers, graphic artists, and regulatory affairs personnel
- Prepare regulatory documentation packages for the FDA, UL, CSA, and other agencies to submit for device approval

Conference Presentations

- CATESOL – Pasadena Regional Conference, 2003: *"The Writing Tutorial, the Writing Lab, and the Writing Classroom: Teaching English for Academic Purposes"*; co-presenter Randall Rightmire
- TESOL – Long Beach Regional Conference, 2004: *"Tutors, Teachers, and ESL Writers"*; co-presenter Randall Rightmire

Computer Skills

- **Proficient** with all Microsoft Office 365; SharePoint; Google Workspace; Adobe Professional; QuickBooks; Quicken; various project management platforms including Asana, Basecamp, and monday.com.
- **Additional experience** with WordPress; Adobe Photoshop; InDesign; Slack; Trello; Dragon Naturally Speaking (voice recognition)
- Curriculum development using Moodle online course content management system.

Fostering Community

Since 1995, I have lived, worked, and explored in the Santa Barbara area, grateful to volunteer my heart and hands with local organizations, including the following.

- **Association of Women in Communication (AWC) Santa Barbara Chapter:** previous Secretary to the Board of Directors
- **Local non-profits:** participation in the mental health, foster/adopt, and youth-focused support services to connect families with resources to educate and assist in practical and emotional issues.
- **Wilderness Youth Project:** volunteer for a children's weekly wilderness exploration time; planning/prep/cooking for 2-3 events per year for Family Camp which serves 100 people for the whole weekend.
- **Sol Food Festival/Kitchen:** cooking and event planning for Earth Day, Lucidity, and SOL Food Festivals.
- **Cambridge Drive Concert Series:** periodically act as hostess, sound engineer, set-up/break-down of monthly music event.
- **Circle of 5ths** – created a free bi-monthly live original music and poetry event on the Mesa to provide opportunities for performers to share their work in a relaxed, supportive setting with an audience that seeks original compositions; managed all booking, promo, sound, and venue coordination for over 3 years, twice a month.

Additional references gladly furnished upon request.