



864.979.3265 ■ www.write-onsc.com ■ joan@write-onsc.com



JOAN M. KRAUSE, Writer/Editor/Consultant, has over 30 years of experience in corporate writing, editing and publications production with more than 25 of these years in the architecture, engineering and construction (AEC) industry. Joan established Write-On Communications in 2001 and through it provides integrated marketing services to mid-size corporations, small businesses and professional associations. Areas of expertise include marketing communications, public relations programs, website development/ enhancement, advertising and special events.

As writer and project manager, Joan produces a wide variety of print and electronic communications. She develops national, regional and local public relations programs for entities in a broad range of industries and has a solid track record helping engineering and construction companies create winning-entry submissions for project recognition awards. Joan has received awards for publications excellence, as well as website design and content.

Career History

Joan was Manager of Communications for Greenville, S.C.-based BE&K Building Group (formerly Suitt Construction), one of the Southeast's leading commercial construction firms, for over 13 years. A career highlight was serving as Communications Director for the BE&K/Turner/BRPH Joint Venture design-build team that managed the largest construction project in South Carolina's history — Boeing's 787 Expansion in North Charleston. Past positions include Marketing Manager for Elliott Davis, LLC, a leading regional CPA firm headquartered in Greenville; and Manager of Corporate Communications for The Austin Company of Cleveland (Ohio), an international design, engineering and construction firm serving industrial, commercial and institutional clients. Joan gained experience in manufacturing sectors as Marketing Manager for (the former) Teledyne, Inc., a Los Angeles-based Fortune 500 company with interests in automotive, aviation/aerospace, electronics, specialty metals and industrial products. She began her professional career as Marketing Communications Coordinator and Publications Editor for Harco Corporation (now Corpro), an international corrosion engineering firm headquartered in Northeast Ohio.

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| <p>Education Bachelor of Arts Mass Media Communication The University of Akron Concentration in print journalism.</p> | <p>Awards & Recognition President's Award Associated Builders and Contractors ABC Carolinas Chapter (2016)</p> | <p><i>"You have taken our marketing to a new level. You are indeed excellent at what you do."</i></p> |
| <p>Professional Affiliations PR Chair, Associated Builders and Contractors of the Carolinas Upstate S.C. (2009 to present)</p> | <p>Member of the Year Award Associated Builders and Contractors ABC Carolinas Chapter (2012)</p> | <p><i>"When I think back to where we started, it's like night and day. You are a true professional!"</i></p> <p><i>"Thanks for your tireless efforts in promoting the ABC brand throughout the Carolinas."</i></p> |

Write-On Communications provides strategic marketing and communications services to mid-size companies, small businesses and professional associations — with special emphasis on the Architecture, Engineering and Construction Industry.

Consulting Services | Integrated Marketing Services

- Marketing Communications
- Public Relations
- Employee Communications
- Web Site Development/Enhancement
- Advertising
- Special Events
- Research (A/E/C Industry, Market or Company-Specific, Special Requests)

Writing | Editing | Proofreading | Content Review

- News Releases
- Articles | News, Feature and Technical
- Newsletters, Fliers, Brochures (Digital & Print)
- EMail Campaigns
- Policies & Procedures | HR Documents | Safety Documents
- A/E/C Industry Award Submissions
- Web Site Content, Web Site Audits
- Executive Speeches
- Company Updates (Internal & External)
- Proofreading: Qual Docs, Proposals and Presentations
- Cover Letters for Qualifications Documents and Proposals
- Special-Situation Business/Client Letters
- Presentations
- Advertising (Client/Community)