HEATHER J. ROTHMAN

926 S. Bedford Street, #5

Los Angeles, CA 90035

(323) 384-6226

[HJRothman@gmail.com](mailto:HJRothman@gmail.com)

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**EXPERIENCE**

**Freelance Writer and Editor**, 2008–Present

Copy edit, fact check, and conduct research for nonfiction manuscripts, finance-related books, survey research findings, theses and dissertations, annual reports, magazine articles, websites, ad copy, business proposals, and grant proposals. Ongoing clients include survey research firm, leading book ghostwriting service, the LA Jewish Community Foundation, Stanford PhD candidates, and business marketing firm.

**BookTalk/Health Point Press**, 2006–2009

Writer, Editor, Producer, Host

Served as host and producer of *BookTalk with Heather Joy,* half-hour, cable TV interview show with leading authors. Wrote and edited press releases, project proposals, health booklets, and *BookTalk* Column for *The Los Angeles Daily News*. Assisted in marketing and promotion of Health Point Press publications.

**American InterContinental University**, Nov. 2004–Aug. 2005

Admissions Representative, International Division

Recruited and managed international students at university’s nine regionally accredited degree programs. Aided students with enrollment, registration, I-20, and visa processes. Developed marketing initiative for division, including print publications and Internet initiatives. Formed partnerships with language schools. Developed relationships with overseas recruiting services and schools.

**International Education Service**, June 2003–Nov. 2004

Director, New Membership Services; Editor of IES Overseas Directory

Responsible for marketing several print publications and Web services to American universities, colleges, secondary schools, and technical schools that serve as recruitment tool for overseas students. Drafted new solicitations and edited IES publications. Researched salient policy issues affecting both students and schools and updated members to educate and organize them.

**Alzheimer's Association of Los Angeles,** June–September 2001

Interim Director of Communications and Public Policy

Arranged for and assisted in obtaining media coverage for various programs Association sponsored or participated in, including introduction of *Kaiser Permanente Study,* annual Memory Walk, USC Health Fair. Wrote press releases and copy for Memory Walk supplement placed in the *Los Angeles Times*. Tracked pending state and federal legislation affecting Association.

**Santa Monica Mountains Conservancy,** March–December 2000

Director of Public and Government Affairs

Advocated on behalf of the Conservancy at the federal and local government levels and educated state legislators on fiscal and environmental issues germane to the Conservancy. Obtained publicity for Conservancy and developed working relationships with local and national press. Served as agency's public information officer.

**Experience (Cont.)**

**Consulate General of Israel, Los Angeles,** 1997

Aide to Consul General

Wrote and edited press releases, newspaper articles, speeches and correspondence. Placed articles in newspapers and other publications throughout seven‑state, Western region. Assisted in organizing visits to Los Angeles community by Israeli dignitaries, elected officials, and VIPs.

**Jewish Community Relations Committee, The Jewish Federation,** 1993–1995

Director, Commission on Urban Affairs

Collaborated with other ethnic community‑based organizations on multiple issues and programs. Advocated on many domestic and local policy issues. Instituted most successful to‑date Federation volunteer activity, "December 25th Community Volunteer Day." Developed "Jewish Artists in the High School Program," resulting in award of grants for its continuation and expansion through the LAUSD.

**Congresswoman Marjorie Margolies‑Mezvinsky,** February 1993–July 1993

Legislative Correspondent

Drafted constituent correspondence for health, labor, and women’s issues. Researched and tracked legislation to keep Congresswoman informed. Reported constituents’ opinions on the budget, social security, and choice.

**Peter D. Hart Research Associates, Inc.*,***1992

Executive Assistant to CEO/Special Project Coordinator

Researched current topics in public opinion. Analyzed focus group data. Assisted in developing candidate strategies. Recruited participants for focus groups nationwide. Managed Peter Hart’s schedule, including media interviews, public appearances, and speaking engagements.

**Congressman (Majority Whip) David E. Bonior,** 1991

Legislative Correspondent

Managed constituent correspondence in health, labor, social security, civil liberties, and women's issues. Researched and tracked pending legislation. Researched current issues for press secretary. Edited press releases and constituent correspondence.

**Ralph Waite for Congress,** 1990

Campaign Field Coordinator

Implemented Vote‑by‑Mail Program in nation’s largest congressional district. Coordinated field operations, phone banks, and Get‑Out‑The‑Vote effort in 82 precincts. Carried these precincts 54%–42%.­Wrote national pro‑Israel fundraising appeal for candidate; drafted and edited position papers.

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**EDUCATION**

**University of California, Santa Barbara**

Bachelor of Arts in Political Science

Dean's List

Participant in WUJS Program, Arad, Israel, 1996

Completed Level “hey” (5) Ulpan; (Hebrew Fluency) Beit HaNoar, Israel, 1999–2000

**Skills & Interests**

Fluent in Hebrew; conversant in French

Experienced writer and editor (*Ha’aretz* Daily Newspaper, leading Israeli daily)

Fluent in AP, Chicago, APA, and MLA Style Guidelines

Member of Editorial Freelancers Association (EFA)

Tutor English, composition, grammar, and SAT verbal