

Shannon M. Traphagen

Hamburg, NY 14075
cell: (716)796-9718
smchc@yahoo.com
www.smtraphagen.com
http://smtraphagen.contently.com

Manuscript in Preparation

Greenwald, R., Froning, M., **Traphagen, S.**, Emmet.P. (2010).
 Is EMDR a memory aid?
Journal of EMDR Practice and Research

WRITING BACKGROUND

- **Writing:** Ten years of writing and editing experience in magazines, academic departments, newspaper, television, radio, marketing departments, politics, and social media. Experience in advertising, PR, copy writing/editing; can create CTA's, digital portfolios, long and short form writing, brochure writing, academic/research, ghost writing, editing of books, proposals, grants, abstracts, studies, pamphlets, B2B, and television script writing. Consulting experience includes B2B, academic research work, and health and wellness.

EMPLOYMENT

06/14-present

Associate Publisher

- Contribute original and educational article content-meeting benefit corporation status criteria
- Sell advertising and build relationships for magazine revenue growth
- Ghost write articles for ad clients
- Principal administrator for social media platforms
- Generated and responsible for 65% increased distribution of publication
- Perform editorial duties and oversee freelance article acceptance
- Perform and write weekly radio PR and branding
- Regularly communicate with media contacts and distributors
- Assist with design layout
- Strong problem solver, communicator and motivator
- Manage and expand BHL's sponsorship partnerships across the region
- Experienced in Salesforce, CRM platforms, Google Analytics, lead generation
- Represent Buffalo Healthy Living at various functions

Buffalo Healthy Living Magazine, Buffalo New York

08/14- Present

Freelance Writer/Editor/Ghost Writer

- Create original B2B article content for national, international literary, trade, academic and book publications
- Edit and revise academic research papers, brochures, booklets, websites
- Edit or revise essays, brochures, grant research proposals, client pamphlets, academic journals, abstracts
- Ghost write book proposals, behavioral health as it relates to medical conditions, website content
- Manage deadlines, NDA's, track changes, and all research materials

Multiple publications or universities: (ex: University at Buffalo Behavioral Medicine Clinic)

01/16-02/16

Editor

- Revised and edited research strategy paper on Integrating behavioral health and primary care for comorbid behavioral and medical problems.
- Edited technical abstract
- Rewrote and condense materials for regional published article

UB/MD Family Medicine- BioInformatics

02/13-4/14	<p>Web/Technical Content Writer</p> <ul style="list-style-type: none"> ▪ Wrote and edited original content and thought leadership content across all media platforms and landing pages ▪ Drafted radio ads for public relations and communications campaigns ▪ Wrote communication and branding for Healthcare Consulting division ▪ Supported E-Marketing specialist in writing SEO, CTA's and messaging ▪ Contributed and edited original content for Community blog and HR recruitment in line with corporate culture and community initiatives ▪ Developed sharp copy, listicles, banner ads ▪ Wrote RFP's as needed <p>Freed Maxick CPAs, Buffalo New York</p>
09/08-03/09 10/10- 2/13	<p>Political Research Director/Proposal Writer</p> <ul style="list-style-type: none"> ▪ Director of Research for all legislation and policies ▪ Developed templates and standards for constituent communications ▪ Drafted social media communications to increase PR and brand awareness ▪ Developed e-mail blasts ▪ Managed campaign content for strategic marketing on social justice issues ▪ Wrote and edited the Domestic Violence Strangulation Bill, justification and circulation memos ▪ Assisted in writing and editing agriculture and food safety legislation ▪ Researched and wrote "white papers" relevant to sponsored legislative bills ▪ Proofread all staff written article for web based platforms <p>State Assembly of New York: 143rd District</p>

COMMUNITY INVOLVEMENT

02/15- Present	<p>American Heart Association WNY Board of Directors Chair. Also, State Advocacy Committee Member</p>
07/16- Present	<p>Hamburg Chamber of Commerce Board of Directors</p>
07/15-Present	<p>Tourism Committee Member Active member of the Hamburg, NY Tourism Committee.</p>
01/11-01/12	<p>Family Medicine- Research Institute Committee Member Child Trauma and Adult Obesity</p>

EDUCATION

06/17	<p>Yale University. Storytelling in the Media Program. Scholarship recipient.</p>
09/08	<p>Masters of Social Work. University at Buffalo, State University of New York- School of Social Work.</p>
2002	<p>Bachelor of Science. St. John Fisher College, State College of New York- School of Psychology and Interdisciplinary Studies/English/communications.</p>

PROFESSIONAL AFFILIATIONS/EXPERIENCE

Yale University THREAD Writers Program
Penn Writers
Buffalo/Niagara Writers Association
Youtube Channel/TV experience
HTML, SEO, Query writing, Adobe Photoshop, Power Point,
Hubspot, Wordpress, Twitter; Google Apps, YUDU, LinkedIn,
Google+, Salesforce, Goodreads, NPR, Indie Review