

HEIDI Y. LAWRENCE

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EDUCATION

- Aug. 2009 to May 2013 **Doctor of Philosophy, English/Rhetoric and Writing**
Virginia Polytechnic Institute and State University (Virginia Tech)
Dissertation: Communications Strategies and Controversies in Public Health and Medicine: A Qualitative Approach to the Persuasive Appeal of Vaccine Refusal
- May 2007 **Master of Arts, English, Concentration in Professional Writing and Editing**
George Mason University
- May 2002 **Bachelor of Arts (Honors), English**
Mary Washington College

SCIENTIFIC/TECHNICAL WRITING AND RESEARCH

- Jan. 2010 to Present **Vaccination Research Group**
Researcher
- Conduct multi-method research into public discourses about vaccine controversy, including media, popular books and web publications, and government documents.
 - Co-principal Researcher, Cumberland Plateau Health District, 2009-2010 Flu Season Practices Study. Grant funded by Virginia Department of Health.
 - Conduct and analyze qualitative interviews of parent beliefs about flu vaccine.
 - Conduct and analyze online and paper surveys of flu and flu vaccine beliefs.
 - Co-author of report of findings to Virginia Department of Health. This 80-page report offered a complete overview of research, methods, results, analysis, and discussion as well as strategic recommendations for future outreach efforts.
 - Grant Proposal Writer and Coordinator, "The Persuasive Appeal of Vaccine Refusal." Submitted to the National Institutes of Health (NIH).
 - Supervise undergraduate researchers and interns in conduct of literature reviews and technical documents on public health, medicine, psychology, and science disciplines.
- Aug. 2009 to Dec. 2011 **Virginia Tech Center for the Study of Rhetoric in Society (CSRS)**
Assistant Director, Aug. 2011 to Dec. 2011
- Facilitated general activities of the Center, including leading meetings, coordinating group projects, and managing *ad hoc* requirements.
 - Supervised interns on medical/health care projects, including managing intern project tasks and deconflicting priorities with project leaders as necessary.
 - Provided training in grant opportunity searching and proposal writing.
 - Assisted in the coordination of four special speaker events related to science and medical research. Supervised development and distribution of promotional materials. Developed supplementary materials and readings. Coordinated travel and itineraries.
- Research Assistant, Aug. 2009 to Aug. 2011**
- Supported the work of the Environmental Discourses Group (EDGe) project, "The Moral Appeal of Environmental Discourses: The Implication of Ethical Rhetorics."
 - Conducted, transcribed, and coded 15 qualitative sociolinguistic interviews for pilot study of undergraduates' opinions on issues related to earth sustainability.
 - Co-authored paper for upcoming publication in *Environmental Communication*.
 - Grant Proposal Writer, "Language, Learning, and Civic Action: School Children and the Discourses of Environmental Sustainability." Submitted to the Spencer Foundation.

PROFESSIONAL WRITING, EDITING, AND PUBLICATIONS

- Oct. 2007 to July 2009 **Atteloir, Inc.**
Technical Writer, Lead Proposal Manager
- Managed all proposal activities. Developed outlines, composed technical responses, prepared supplemental presentations, developed graphics, and managed production.
 - Managed proposal teams of 3 to 15 personnel including proposal review teams, graphics and editing consultants, production staff, and executive-level officials.
 - Responsible for writing all company internal documentation, such as non-disclosure agreements, statements of corporate compliance, and other technical data as needed.
- Dec. 2003 to Oct. 2007 **L-3 Communications**
Quality Assurance Manager, Aug. 2005 to Nov. 2007
- Conducted content review of documents for Federal and State emergency preparedness exercises and training, including instruction manuals, background information, and related briefings and handouts to prepare for printing and distribution to clients.
 - Provided writing assistance to subject matter experts (SMEs) for government After-Action Reports (AARs) and other assessment reporting.
- Publications Manager, Dec. 2003 to Aug. 2005**
- Managed and coordinated a publications department of 15 editors, desktop publishers, graphics artists, and production coordinators.
 - Managed the proposal publication, including editing and desktop publishing; developed samples, graphics, and presentations; coordinated publication schedule and staffing.
 - Developed text and design and coordinated production for reports, operator guides, marketing materials and displays, and other specialized publications.
- Oct. 2002 to Nov. 2003 **Atteloir, Inc.**
Marketing Communications Specialist, May 2003 to Nov. 2003
- Compose content for new business operations, to include proposals, marketing materials, corporate website, and internal documentation for publication.
- Documents Specialist (Army Materiel Command), Oct. 2002 to May 2003**
- Cataloged active publications, coordinated rescinded manuals and reports with military personnel, edited and reviewed presentations and reference materials.
- Jan. 2002 to May 2002 **The Washingtonpost.Newsweek Interactive**
Entertainment Content Intern
- Updated articles on adventure dating, wineries, cooking classes, and sports and recreation activities as part of special Valentine's Day features.
- Aug. 2000 to May 2002 **Collegiate Funding Services**
Marketing/E-commerce Intern
- Compiled marketing and informative material for company website.
 - Writer and researcher, *Refinancing for the Real World: The Financial Aid Professional's Guide to Student Loan Refinancing*, marketing booklet distributed by sales directors.

TECHNICAL SKILLS

- Software: MS Word, PowerPoint, and Excel; Adobe Illustrator, Photoshop, InDesign, Acrobat Reader/Writer
- Library research experience, including using online databases (such as JSTOR, PubMed, and ProQuest)
- Qualitative research experience, including in-depth interviews and participant-observation
- Quantitative research experience, including quantitative analysis of online and paper surveys
- Sociolinguistic transcription experience