

# Gleason Writes

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Business Writer, Copywriter, Ghostwriter

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Krista Gleason, owner of Gleason Writes, creates clear and compelling copy to inform and engage your audience and customers. She has 20-plus years of experience leading public and private sector communications. Krista works with businesses and marketing agencies to consistently deliver content that's on point and on time. See [gleasonwrites.com](http://gleasonwrites.com) and [linkedin.com/in/kgleason](https://www.linkedin.com/in/kgleason) for testimonials.

## Core Capabilities

- Corporate communications
- Copywriting
- Feature and long-form articles
- Business and personal profiles
- Video scripts
- Executive ghostwriting
- Case studies
- Marketing materials
- Sales tools

## Differentiators

- Error-free copy that requires no or few revisions
- Deadline-driven, with track record of beating deadlines
- Able to translate complex and technical information into simplified, reader-friendly terms
- Excellent interviewing and storytelling skills
- Fast-turnaround, can expertly complete rush work
- Speed learner, quick to understand diverse businesses

## Experience

- Working as a freelance writer and communications consultant managing own business since 2014, with 100% satisfied, repeat clients
- Corporate and issues communications at Kodak, including senior writer during bankruptcy process; B2B and B2C business and product communications
- Deputy communications director for Monroe County, NY and County Executive, including senior speechwriter and top advisor on economic development communications
- Communications director and ghostwriter for New York State Senator representing Finger Lakes region