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MEMBER PROFILE - MAY 2004

Ellen R. Cohen

A former high school English teacher, Ellen Cohen enjoys a variety of writing, editing and reading projects. She writes publicity materials/editorial advertising to publicize clients' goods and services. She also writes press releases, business profiles, sales letters and announcements individuals and organizations. Using her "teacher skills," Ellen does copy editing for a number of clients who need her help in order to "write it right," before sending their reports or house publications to press.

An avid reader, Ellen has reviewed contemporary fiction for Library Journal for over 15 years. Her reviews in this trade publication help public library officials make purchasing decisions. Ellen enjoys the chance to read books which are "hot off the press," as well as the discipline of writing an extremely concise review about a book which she may not have personally enjoyed which she knows has literary merit.

Ellen regularly writes "editorial advertising" for The Merchandiser, a publication which is mailed monthly to more than 800,000 homes in the greater Washington area. She has also had the pleasure of seeing her by-line in magazines (Family Life, CampusUSA, Apartment & Office Management News, Sailing, Inside Books, Small Press Magazine and Military Lifestyle) and newspapers (The Almanac, The Gazette, New York Jewish Week, Family News & Entertainment, and Quirks).

Because she enjoys "playing with words," Ellen has also created invitations to birthdays, anniversary or retirement parties; notes of congratulations, and even Bar/Bat Mitzvah candlelighting ceremonies --all in verse -- for clients who are delighted by that sort of unique effort.

WBO member for over 15 years, Ellen has served on the Board as Secretary and as Publicity Chair. She writes the Member of the Month column in The Networker and notes that she has written 182 member profiles since 1988! She enjoys the camaraderie and emotional support of WBO and particularly likes sharing experiences with women who are involved in a variety of independent endeavors.

When she's not working, Ellen enjoys cooking, baking and entertaining friends for dinner; spending time with her children and grandchildren in New York and Connecticut; and traveling with her husband.

Ellen is conscientious, well-organized and extremely attentive to detail. She likes publicizing her clients' services and helping them express themselves effectively in print. The next time you know what you'd like to say but need help putting it together so it gets someone else's attention, call Ellen.