

# PENNY WILLIAMS

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## PROFESSIONAL EXPERIENCE

### Social Media Consultant

- 2013-2015: Create and implement social media strategy to grow brand awareness and community for blogs, businesses, and events. Past clients include: Mosaic Weighted Blankets, Ramble Run, Thomas Wolf 8k
- 2013-present: Forum moderation for ADDitude Magazine's online community, ADDconnect.com

*2009-present*

### Freelance Writer

- *ADDitude Magazine*, the #1 publication on Attention Deficit Disorder, circulation: 45,000 per issue  
(A list of articles and essays published in this magazine are noted below in the "Published Writing" section of resume.)
- *Healthline.com*, the fastest-growing consumer health information site, with over 40 million monthly visitors  
(A list of articles published on this website are noted below in the "Published Writing" section of resume.)
- *Sensational Journeys*, Sensory Press, September 2011, Contributed one essay: The Signs Were Everywhere
- *Parents.com*, Helping a Child with ADHD Succeed in School, Winter 2011
- *Easy to Love but Hard to Raise: Real Parents, Challenging Kids, True Stories*, DRT Press, February 2012, Contributed two essays: Self-Reflection and Seeing Emma
- *Trust Your Intuition*, Xlibris Corp., Summer 2013, Contributed one essay: Addressing ADHD with Alternatives

*2008-present*

### Blogger

- 2008-2013: Creator and Editor of *{a mom's view of ADHD}*, a website dedicated to helping parents of children with ADHD
  - Launched *{a mom's view of ADHD}* and secured over 20,000 page views per month.
  - Wrote essays and articles about:
    - parenting children with ADHD and co-existing conditions such as learning disabilities, anxiety, sensory processing disorder, and others
    - how ADHD affects all members of a family, family dynamic
    - Federal laws, such as IDEA and Section 504, as they pertain to children's rights at school
    - working with teachers and school staff to advocate for a child with disabilities
    - differentiated instruction and creating a classroom environment to serve kids with learning disabilities through inclusion
  - Researched external resources and information and compiled resources on the website
  - Expanded to a collaboration blog, managing six other contributing writers
  - Created a marketing strategy for the website utilizing social media such as Facebook and Twitter and writing for other websites and publications with a similar demographic
  - Maintain and moderate a group forum of over 4,000 readers on Facebook

## EDUCATION

- B.A. Sociology, Criminology Minor, University of South Florida, 1996
- N.C. Real Estate Licensee, Broker 2003
- ECO Certification, Asheville Board of Realtors 2006

- Accolades: one of the "Top 10 ADHD Tweeters to Follow Now," one of the "6 Best Blogs by Parents of Children with ADHD" by WegoHealth.com; "Top Health Blogger" on Wellsphere.com; a "Best of the Best Blogger" on sos-research-blog.com; WegoHealth.com Health Activist Awards 2011, Advocating for Another Finalist; and 2012 Top 10 on ADHD by goodtherapy.org.
- Contributing writer on the blog, *Easy to Love but Hard to Raise*, a companion to the book of the same title
- 2013-present: Creator and Editor of *Parenting ADHD & Autism*, a website dedicated to helping parents of children with ADHD and high-functioning autism
  - Launched *Parenting ADHD & Autism* and secured over 5,000 page views per month to date
  - Write essays and articles about:
    - parenting children with ADHD and/or autism and co-existing conditions such as learning disabilities, anxiety, sensory processing disorder, and others
    - how ADHD and autism affects all members of a family, family dynamic
    - Federal laws, such as IDEA and Section 504, as they pertain to children's rights at school
    - working with teachers and school staff to advocate for a child with disabilities
    - differentiated instruction and creating a classroom environment to serve kids with learning disabilities through inclusion
  - Research external resources and information and compile resources on the website
  - Maintain a marketing strategy for the website utilizing social media such as Facebook and Twitter and writing for other websites and publications with a similar demographic
  - Maintain and moderate a group forum of over 1,500 readers on Facebook
- 2014-present: Writer for *Boy without Instructions* blog on ADDitudeMag.com
  - Write essays and articles about my experiences parenting a child with ADHD, high-functioning autism, and learning disabilities, to help those on a similar parenting journey
- Wrote the following guest blogger articles:
  - Make Homework Routine, *School Psychologist Files*, December 2010
  - Make It Bite-Sized, *Let's Get Fit to Focus*, July 2010
  - My New Motherhood, *Road to Joy*, May 2010

## PUBLISHED WRITING

### Articles & Essays

Winter 2009, *ADDitude Magazine*  
*My ADHD Story: Love Notes*

September 2011, *Sensational Journeys*, Sensory Press  
 Contributed one essay: The Signs Were Everywhere

Fall 2010, *ADDitude Magazine*  
*Blah, Blah, Blah!*

Winter 2011, *Parents.com*  
*Helping a Child with ADHD Succeed in School*

Winter 2010, *ADDitude Magazine*  
*Teachers We Love: Learning for All*

February 2012, *Easy to Love but Hard to Raise: Real Parents, Challenging Kids, True Stories from DRT Press*  
 Contributed two essays: *Self-Reflection and Seeing Emma*

Spring 2011, *Parenting Special Needs Magazine*  
*My New Motherhood*

Winter 2012, *ADDitude Magazine*  
*Smart Apps for the Smart ADHDer*  
*More than Just Mom*

April 2011, *BlogHer.com* (article syndicated)  
*The Stigma of ADHD and Our Kids*

Spring 2013, *ADDitude Magazine*  
*My Theory of Relativity*  
*Have a Seat*

Summer 2011, *ADDitude Magazine*  
*10 Things I Learned Camping with My ADHD Son*  
*ADDitude Picks: Top 5 Apps for Managing ADHD*

- Summer 2013, *Healthline.com*  
*Stubbornness Will Pay Off Later in Life*  
*Adjusting to Life with Chronic Pain*
- Summer 2013, *Trust Your Intuition*, Xlibris Corp.  
*Contributed one essay: Addressing ADHD with Alternatives*
- February 2014, *Asheville Citizen-Times/WNC Parent Teens & Parents: How to Find Common Ground*
- March 2014, *WNC Parent*  
*Make home an adventure, too*
- June 2014, *ImpactADHD.com*  
*You Can Survive Parenting a Child with ADHD*
- December 2014, *Healthline.com*  
*How Can We Help Children with ADHD Control Their Aggression?*
- December 2014, *Asheville Citizen-Times/WNC Parent*  
*How to Accommodate Kids Who Need Advanced Learning*
- January 2015, *Healthline.com*  
*Success at School Is Possible, Even If Your Child Has ADHD*
- January 2015, *Healthline.com*  
*Complementary and Alternative Medicine: the New Landscape of ADHD Treatment?*
- February 2015, *WNC Parent*  
*Kids' good social skills = good relationships*
- February 2015, *Healthline.com*  
*Can Neurofeedback Help Kids with ADHD Press the Restart Button?*
- March 2015, *WNC Parent*  
*Camp Guide: Summer spots for creative kids*
- March 2015, *Healthline.com*  
*A Good Night's Sleep Helps Children with ADHD*
- March 2015, *Healthline.com*  
*1 in 6 College Students Misuses ADHD Drugs — How Can We Break the Cycle?*
- Spring 2015, *ADDitude Magazine*  
*Create House Rules for Your Child with ADHD*
- April 2015, *Healthline.com*  
*Only a Third of Kids with ADHD Get the Recommended Treatment — Why?*
- April 2015, *Healthline.com*  
*Can an Infection or Injury Trigger Fibromyalgia?*
- April 2015, *Healthline.com*  
*Secondhand Smoke Increases Children's Risk of ADHD, Study Says*
- April 2015, *TheMighty.com*  
*10 Things Kids With ADHD (and Their Mommas) Wish Teachers Knew*
- May 2015, *Healthline.com*  
*Children Who Don't Get ADHD Treatment Can Have Problems Into Adulthood*
- June 2015, *WNC Parent*  
*5 tips for managing tantrums at any age*
- June 2015, *Healthline.com*  
*Lack of Mental Healthcare for Children Reaches 'Crisis' Level*
- June 2015, *TheMighty.com*  
*10 Must-Dos for Moms of Kids With Special Needs*
- October 2015, *Healthline.com*  
*Premature Infants May Be More Likely to Develop ADHD, Autism*
- October 2015, *Healthline.com*  
*Does an ADHD Diagnosis Camouflage Autism?*
- October 2015, *Healthline.com*  
*Doctors Are Getting Most ADHD Diagnoses Right*

## Books

- June 2014, Grace-Everett Press  
***Boy Without Instructions: Surviving the Learning Curve of Parenting a Child with ADHD***  
 2014 USA Best Book Awards Finalist, Parenting and Family Category
- January 2015, Grace-Everett Press  
***What to Expect When Parenting Children with ADHD: a 9-step plan to master the struggles and triumphs of parenting a child with ADHD***  
 2015 International Book Awards Winner, Health: Psychology & Mental Health Category

*2003-present*

**Real Estate Broker**

Real Estate Sales Consultant/Broker of condominiums, single-family homes, and new developments

Resales of homes and condominiums:

- Produce and implement tailored marketing plans
- Advise and guide home buyers through the process of finding an appropriate property
- Negotiate offers and terms
- coordinate inspections, lender, attorney, and so on, to reach successful closing of the transaction

Advise investors on development projects:

- Provide and interpret market statistics
- Recommend/review appropriate architectural design and finishes for the target market
- Price the product
- Develop and implement marketing strategies for print advertising, web media, press inquiries, events, etc.
- Manage contract to closing process for all units sold

*2011-Present*

**Contract to Closing Services**

realtyPro Transaction Services (Owner/Operator)

- Coordinate the many necessary details and paperwork involved in the sale of a property from the time a legal and binding contract is entered into by buyer and seller through closing.
- Created online transaction system to monitor closing coordination process efficiently

*2001-2002*

**Client Liaison, Asst. Art Director, Copywriter, Proofreader, Copy Editor and Office Manager**

Vision Graphics

Client liaison of small graphic design/advertising firm to coordinate the creation of marketing campaigns, branding, etc. and supporting print and web media

- Meet with firm clients to determine project goals
- Coordinate with senior designer to develop marketing strategies and create project plan to meet clients needs within budget and timeline
- Participate in creative process and make "pitch" presentations to client
- Proofread, edit, and provide art direction
- Write copy for ads, brochures, direct mail, product info sheets, websites, and so on

- Investigate, select, and monitor suppliers of marketing production services (graphic designers, printers, photographers, web programmers, and so on)
- Coordinate traffic from initial client meeting to final product
- Office Manager: answer phones, manage files, office supplies, accounts payable and accounts receivable (Quickbooks)

*1998-2001*

Communications Designer

Tricon Global (now YUMBrands)

Marketing of health & welfare and financial benefits programs to employees nationwide

- Produce employee communications materials by creating marketing concepts, writing, proofreading and editing copy, and/or by directing the services of a graphic design firm
- Manage and maintain production of Tricon's Human Resources Intranet Site, *HR Online*. Produce graphic design and layout in an html environment, transform printed pieces to an e-format, and act as liaison between IT and HR to coordinate multiple *HR Online* projects
- Develop marketing strategies for new and/or existing employee benefit programs to increase enrollment or plan participation
- Investigate, select and monitor suppliers of marketing production services (graphic designers, printers, web programmers, photographers, and so on)
- Assume lead responsibility on the production and distribution of print materials on projects like: International Salaried Open Enrollment (40 people), RDC Annual Enrollment (600), "the scoop" quarterly newsletter (7,000) and Annual 401k Match Announcement (45,000+).