

THOMAS M. CLARK

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COMMUNICATIONS SPECIALIST

Versatile professional with a passion for creating, directing and implementing targeted external and internal communication strategies, and particular expertise in the nonprofit and government sectors. Adept at writing, editing and proofreading promotional and marketing collateral, fostering positive press and media relations, orchestrating unique events, and managing multiple projects simultaneously, with direction or independently. Known for subject matter expertise and top-shelf executive speechwriting for over 30 years.

KEY COMPETENCIES

Newswriting | Copywriting | Corporate Communications | Marketing Communications | Crisis Communications

Speechwriting | Web Copy | Branding | Community Relations

EXPERIENCE

EDUCATIONAL TESTING SERVICE (ETS), Princeton, N.J.

2006 – 2024

Editor/Proofreader, Editorial Services (2016 – 2024)

Creative Writer, Editorial Services (2006 – 2016)

- Write and edit copy for brand-specific, customer-focused collateral promoting products and services including the GRE® and Praxis® exams, and ESL assessments including the TOEFL® and TOEIC® tests.
- Provide high-volume proofreading, with strict discretion, for internal clients including academic and research reports, daily and annual website changes, scholarly articles, speeches, press releases, and advertisements. Proofread up to 200 pages daily.
- Serve as active member of the ETS.ORG Redesign Content Team and the ETS LGBTQ+ Business Resource Group.

Key Achievements:

- Co-wrote and co-edited the companywide intranet employee newsletter, *InfoLine*, authoring hundreds of articles, messages, and interviews informing company employees of products and services, raising brand awareness, and outlining strategic initiatives.
- Retained amid eight rounds of layoffs based upon institutional memory, subject matter expertise and consistently strong performance reviews.
- Helped ETS earn multiple awards for creative excellence from various agencies, including the national Hermes Creative Awards and the American Marketing Association (New Jersey Chapter).
- Executed end-to-end writing for all collateral materials for the ETS National Heritage Months and Identity Recognitions, including Black and Hispanic History Month and Pride Month, conducting interviews with prominent representatives in the government and education sectors during those months.

THE WRITE-ON COMPANY, Montgomery, N.J.

2004 – Present

Independent Editorial Consultant

Select Clients:

New Jersey Society for Economic, Environmental Development (Trenton, N.J.)

Government Finance Officers Association of New Jersey (Trenton, N.J.)

- Edit and proofread annual reports.
- Represent organizations at trade shows and business and government conferences including the New Jersey Chamber of Commerce Convention.

OFFICE OF THE MAYOR, New Brunswick, N.J.

1991 – 2006

Public Information Officer | Public Relations Coordinator

- Speechwriter for Honorable James M. Cahill, members of the New Brunswick City Council and municipal division heads.
- Wrote and edited copy for the annual State of the City Address, municipal newsletters, press conferences, media releases, websites, cable programs, radio broadcasts and constituent responses.
- Managed positive press relations, executing more than 60 press conferences on issues including municipal services, education and school funding, budget agendas, tax collections and assessments, planning and zoning, and cultural and arts programming.
- Coordinated internal employee communications including the creation of the City of New Brunswick Employee newsletter, and municipal employee events focusing on employee medical and dental benefits, citywide home rehabilitation programs, municipal tours and state, federal and international delegation visits.
- Served as member of New Brunswick's Free Public Library Board, Sister Cities Association, and Human Relations Commission (Secretary).

EDUCATION

RUTGERS UNIVERSITY, School of Communication, Information & Library Sciences, New Brunswick, N.J.

Bachelor of Arts, Communication, *cum laude*

ADDITIONAL INFORMATION

- *Certification:* Member of ACES - The American Copy Editors Society. Completes annual certifications in proofreading from the Poynter Group.
- *Skills:* Wrike Project Management System, Microsoft Office® 365