

# CYNTHIA TEWS

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## VISIONARY STORYTELLER

Creative writer with proven success motivating an audience through compelling storytelling. Simplifies complex ideas with relatable stories that inspire personal insights, reflection, and positive change. An original thinker who breaks through informational silos by communicating within and across departments.

Blogs	Print media	Video
Editorial	Humor	Fiction
Education and learning science	Personal transformation	Travel and lifestyle

## CAREER HIGHLIGHTS

- Launched MedStudy's blog presence by researching and creating original, educational posts that were relevant to the company's physician audience, increased engagement, and became the key driver of sales.
- Spearheaded expansion of Toyota Graphics and Print Purchasing's B2B offerings to Toyota corporate to include original content for the first time ever, authoring blog posts, product brochures, and POS pieces.
- Developed MedStudy promotional video series with a creative team by conducting and filming customer interviews, scripting audio, visuals, and voiceovers, and supervising edits for accuracy and quality control.

## PROFESSIONAL EXPERIENCE

**Cynthia Tews, Colorado Springs, CO** **2019–present**

### ***Freelance Writer, Creative Content Manager, and Book Editor***

Researches and writes content for blogs, websites, books, magazines, newsletters, brochures, study guides, bios, profiles, voiceovers, video scripts, fundraising letters, speeches and presentations, conferences and retreats. Organizes and edits authors' content for fiction and nonfiction books.

**MedStudy, Colorado Springs, CO** **2012–2018**

### ***Senior Copywriter***

Collaborated with a marketing team to produce print and online content including blog posts, emails, videos, web pages, direct mail, packaging, ads, study guides, collateral, paid search, display ads, social media, and press releases for a medical education company.

- Researched and created relevant content to establish a blog presence that became the key driver of sales.
- Humanized communications by implementing a casual, relatable brand voice across all media.
- Scripted product videos that increased engagement for tradeshows, emails, and product pages.

**HDI, Colorado Springs, CO** **2011–2012**

### ***Marketing Copywriter***

Crafted marketing and promotional copy including brochures, emails, landing pages, website content, and press releases for country's largest IT support member organization.

- Leveraged geek savvy to play up Star Trek–inspired “New World” conference theme, stimulating enthusiasm and enrollment within HDI’s tech support audience.
- Researched and condensed complex industry white papers to drill down key points, making them scannable and easy to understand.

**Cynthia Tews**, Colorado Springs, CO

**2005–2011**

***Freelance Copywriter***

Wrote, edited, and proofread direct mail pieces, collateral, emails, and promotional letters for Toyota Motor Sales, Toyota affiliates, and Colorado Springs nonprofits.

- Applied Toyota voice and brand standards to Toyota vendor collateral pieces, more firmly linking them to Toyota to improve their brand authority.
- Boosted image and prestige of Japanese Toyota department head by improving syntax and readability of his monthly industry newsletters.
- Garnered donor respect for Colorado nonprofit by improving grammar, tone, and flow in fundraising letters.

**Toyota Motor Sales**, Torrance, CA

**1998–2005**

***Copyeditor***

Wrote and edited marketing and education materials, including magazines, brochures, websites, race guides, packaging, collateral, vehicle wraps, and corporate communications for Toyota, Lexus, and Scion brands with Graphics and Print Purchasing company at Toyota’s corporate headquarters.

- Authored original content that expanded the department’s B2B product offering to Toyota corporate, including thoroughly researched historical and biographical posts for Toyota’s Diversity Website.
- Collaborated with a Toyota VP to revitalize his motivational booklet, thoroughly editing and rewording content for greater accessibility and impact.
- Transformed a dissatisfied Toyota department exec into a “raving fan” by successfully reworking another writer’s brochure draft.

**EDUCATION**

*Cinema*

University of Southern California, Los Angeles, CA

*Liberal arts*

Sarah Lawrence College, Bronxville, NY

**ADDITIONAL TRAINING**

*Songwriting*

Dick Grove School of Music, Sherman Oaks, CA

*French*

Pascal Arnol’s Quality French, Colorado Springs, CO