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Simpsonville, SC
Phone: (864) 979-3265
Fax: (864) 228-8292



JOAN M. KRAUSE, Writer/Editor/Consultant, has more than 30 years of experience in corporate writing, editing and publications production with 25 of these years in architecture, engineering and construction (AEC) industry. Joan established Write-On Communications in 2001 and through it provides integrated marketing services to mid-size corporations, small businesses and professional associations. Areas of expertise include marketing communications, public relations programs, website development/enhancement, advertising and special events.

Joan produces a wide variety of print and electronic communications (brochures, fact sheets, newsletters, websites) and provides website maintenance services. She develops national, regional and local public relations programs for entities in a broad range of industries and has a solid track record helping engineering and construction companies create winning-entry submissions for project recognition awards.

Before founding Write-On Communications, Joan served as Director of Marketing and Communications for Greenville-based Suitt Construction (now BE&K Building Group); Marketing Manager for Greenville-based Elliott Davis, LLC, a leading regional CPA firm; and Manager of Corporate Communications for The Austin Company, a Cleveland (Ohio)-based international design, engineering and construction firm serving industrial, commercial and institutional clients. Joan gained experience in manufacturing sectors as Marketing Manager for (former) Teledyne, Inc., a Los Angeles-based *Fortune 500* company with interests in automotive, aviation/aerospace, electronics, specialty metals and industrial products. She began her professional marketing and communications career as corporate Marketing Communications Coordinator and Publications Editor for Harco Corporation (now Corpro), an international corrosion engineering firm based in Northeast Ohio.

Joan received a Bachelor of Arts degree in Mass Media Communication from The University of Akron (Ohio), with concentration in print journalism and public relations. She regularly attends continuing education seminars on topics of strategic marketing, corporate communications and new media. Her professional memberships include the Public Relations Society of America (PRSA). Joan has received awards for publication excellence and for website design and content.

Joan is actively involved with the Associated Builders and Contractors (ABC) of the Carolinas, serving as the 2009-2010 Chairman of the Public Relations Committee for ABC's Upstate (SC) Council. She is also on the Board of Directors for PowerKids Corp., a Greenville-area non-profit dedicated to preventing childhood obesity.

Client references available upon request.