



Anne Evers  
Anne Evers Communications, Inc.

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## BACKGROUND

- Experienced writer/editor/project manager: shareholder communications, corporate profiles, fact sheets, annual reports, employee communications, newsletters, feature articles, marketing collateral, web content
- Strong financial services, investor relations, general business background
- Excellent communication, project management, organizational and interpersonal skills

## MAJOR PROJECTS

Ongoing

### EDITOR/PROJECT MANAGER/COPYWRITER

**Streetwise Reports (The Gold Report** – [www.theaureport.com/](http://www.theaureport.com/)**The Energy Report** [www.theenergyreport.com/](http://www.theenergyreport.com/)**The Life Sciences Report** - [www.thelifesciencesreport.com](http://www.thelifesciencesreport.com/))  
Web development project manager.

1998-2007

### EDITOR/PROJECT MANAGER/COPYWRITER

#### Visa International/Commercial Card Products

- *Commercial Products and Services in the News*: Wrote monthly newsletter
- “Corporate Control: Commercial Cards Ease Financial Compliance” white paper: copywriter for 20-page paper (2007)
- “Visa Prepaid Products” brochure: copywriter for 12-page brochure promoting prepaid cards to member banks (2005)
- “Global Communications Guide” (150 pgs.): Provided editorial and layout services (1999)

2005-

### PROJECT MANAGER

#### eBay

Open Enrollment Campaigns: Provide turnkey project management services for production and mailing of enrollment materials to all eBay employees.

2004-2005

### PROJECT MANAGER

#### Wells Fargo Advantage Funds

Integration Marketing Project: Managed marketing components of the integration and re-branding of Strong Funds; developed and managed the project plan.

2003-2004

### EDITOR/PROJECT MANAGER

#### National Energy & Gas Transmission (NEGT)

2004-05 Open Enrollment Campaign: Project manager/editor Open Enrollment communications campaign for NEGTE, a PG&E subsidiary. Oversaw scheduling, text development, coordinating revisions among committee and legal department; worked with designer and printer.

2003

### COPYWRITER

#### Jenkins/Athens Insurance – [www.jenkinsathens.com](http://www.jenkinsathens.com).

Prepared web content for East Bay insurance broker.

- 2000-2003                   **EDITOR/PROJECT MANAGER**  
**Streetwise Stockbroker Magazine**  
Oversaw all editing and graphic production of *Streetwise Stockbroker*, a monthly insert in *On Wall Street* magazine.
- 1999-2003                   **COMMUNICATIONS CONSULTANT**  
**PG&E Corporation**  
Open Enrollment communications campaign for all PG&E Corp. non-regulated subsidiaries: Oversaw scheduling, text development, coordinating revisions among committee and legal dept.; worked with designer and printer. Implemented communications program for new Employee Retirement Savings Plan and Health and Welfare Benefits Alignment.
- 1999                           **WRITER/EDITOR/PROJECT MANAGER**  
**Charles Schwab & Co.**  
Developed series of articles for web site on financing college education, as well as series on estate planning.
- 1997 - 1998                 **PROJECT MANAGER**  
**BankAmerica Corp.**  
Managed complete revision of employee handbook for Seafirst Bank, a division of BankAmerica.
- 1997 - 1998                 **EXECUTIVE EDITOR, BUYSIDE CANADA DIRECTORY**  
**Buyside Magazine**  
Oversaw all scheduling, budgeting, assigning of articles, editing and proofing of 196-page *Buyside Canada Directory*. The directory profiled research directors and departments at Canadian investment firms.
- 1996 - 1997                 **INTERIM SHAREHOLDER COMMUNICATIONS MANAGER**  
**Chancellor/LGT Asset Management**  
Revamped the mutual fund shareholder reports and newsletter to create marketing-oriented and user-friendly publications. Responsible for all media relations, shareholder annual and semi-annual reports, and press releases for closed-end funds.

**PREVIOUS EMPLOYMENT**

- 1984 -1993                 **EDITORIAL AND PRODUCTION DIRECTOR**  
**Research Holdings Ltd.**  
Managed editorial and production functions of various publications, including *Research* magazine, an investor relations/marketing magazine for stockbrokers. Worked with top management at public corporations in preparation of corporate profiles. Supervised staff of 12 full-time employees and numerous vendors. Responsible for \$2M annual budget.
- 1980 -1984                 **PUBLICITY DIRECTOR**  
**University of California Press**  
Managed all media relations and development of press materials to promote 225 books annually.

## EDUCATION

M.B.A., St. Mary's College Executive Program  
Radcliffe Publishing Procedures Course, Radcliffe College  
B.A., English, University of California, Berkeley

## AFFILIATIONS

Financial Women's Association

## SELECTED CLIENTS

Arthur Andersen & Co.  
BankAmerica Corp.  
BankAmerica Mortgage  
*Buyside Magazine*  
California Bancshares, Inc.  
Celeritek, Inc.  
Chancellor/LGT Asset Management  
Charles Schwab & Co.  
CNET, Inc.  
Coopers and Lybrand  
Dale Scott & Co.  
eBay  
Ellis Partners  
*Individual Investor/Ticker Magazines*  
Jenkins/Athens Insurance  
The Mechanics Bank

Mellon Capital Management Corporation  
Morgen Walke Associates  
National Energy & Gas Transmission  
PG&E Corporation  
Pacific Coast Society of Orthodontists  
Pacific Realty Holdings  
Patelco Credit Union  
The Private Bank/Bank of America  
*Research Magazine*  
Spectrian Corp./*Red Herring Magazine*  
State Street Global Advisors  
*Streetwise Stockbroker Magazine*  
Streetwise Reports  
The Gold Report  
Visa International  
Wells Fargo Advantage Funds