

# VANESSA NOVISSIMO WRIGHT

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**Publication:** [Flourish & Flow](#)

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## PROFESSIONAL SUMMARY

I'm a Creative Communications Strategist, writer, and certified life coach who helps founders, authors, and small brands find the right words to express who they are and what they value. With nearly 30 years of storytelling and communications experience, I bring a warm, intuitive approach to messaging—helping clients gain visibility, feel confident in their voice, and connect more authentically with their audiences.

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## PROFESSIONAL EXPERIENCE

### **Creative Communications Strategist, Certified Life Coach, Writer**

*Fuquay Varina, NC | April 2021 - Present*

- Run 1:1 and group coaching programs helping midlife women find their energy and joy again
- Created and managed a book launch, including marketing strategy, email campaigns, and social media copy, and built community excitement
- Pitch podcast guests for clients to grow their visibility and credibility
- Write newsletter content and build an online community centered on sustainable self-care, midlife creativity, and navigating menopause
- Guide women through life changes using my FLOW method for lasting results
- Co-hosted Raleigh/Durham premiere screening of The M Factor: Shredding the Silence on Menopause documentary with expert panel discussion featuring leading women's health specialists, attracting 55+ people at The Chelsea Theater, Chapel Hill (March 2025)
- Featured guest on podcasts including The Anti-Diet Podcast, The Sensitive Success Podcast, Mom Boss Central, The Homeschool Sisters, and Homeschool Unrefined
- Co-founded Carolina Homeschool Conference, managing speaker coordination, vendor relations, and event logistics for central North Carolina families

- Presented at both in-person and online homeschool conference events, connecting with educational communities

## **Special Projects Coordinator and Homeschool Liaison**

*Big Life Journal, Remote | December 2017 - July 2025*

As one of the first team members at Big Life Journal, I worked on a variety of projects across the entire business, from content to the creative team to customer service:

- Served as the company's homeschool liaison, handling bulk orders for homeschool groups/classes and answering questions on using our products in a homeschool environment
- Wrote and proofread copy for our GrowthMinded membership platform
- Filmed and shared weekly videos for the company's Instagram page to demonstrate our free weekly printables
- Wrote, edited, and proofread content for marketing and social media content
- Led our GrowthMinded platform engagement group with reviews, UCGs, and community involvement
- Oversaw the blog (coordinating the writers, reviewing content, getting approvals, and working with the team to publish on the site)
- Managed the Facebook page, including posting content and responding to all comments and inbox messages
- Served as an online customer support liaison for sales throughout the year
- Led translations of several products in multiple languages
- Coordinated team events as needed
- Compiled testimonials for Meta ads
- Provided insight, brainstorming, and strategy for company-wide products and projects

## **Special Projects & Community Outreach**

*The Relaunch Co | June 2022 - August 2023*

- Researched and booked podcast guests
- Served as a community support coach for Hilary's group coaching container
- Assisted with program launches, including reviewing content, Facebook community management, and additional team support

## **Contributing Writer**

*The Homeschool Mom | October 2018 - December 2022*

- Wrote inspiring and helpful homeschooling-related content for one of the largest and oldest homeschooling websites and blogs

## **Marketing Manager**

*CGI, Fairfax, VA | September 1998 - April 2007*

Managed marketing content and events for various technology groups within the company. Projects and experience included:

- Wrote marketing content for printed materials, newsletters, sales pages, etc.
- Managed the design and production of event booth materials
- Traveled to industry conferences to represent the company via booth set-up and management
- Planned various events such as all-hands meetings, executive functions, sales trips, etc.

## **Assistant Account Executive**

*Bratskeir & Company, New York, NY | September 1997 - August 1998*

- Researched media markets for PR events and coordinated campaigns for major consumer brands, including Revlon and Burger King
- Secured product placement in leading fashion magazines

## **Homeschool Educator**

*August 2010 - December 2025, Virginia & North Carolina*

- Successfully designed and implemented comprehensive K-12 educational programs for three children, including individualized learning approaches
- Managed all aspects of academic planning, curriculum research, progress tracking, and graduation requirements over 14+ years
- Built educational community connections through conference founding, workshop attendance, and collaboration with local families
- Coordinated extracurricular activities, dual enrollment courses, and standardized testing requirements

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## **EDUCATION & PROFESSIONAL DEVELOPMENT**

**Beautiful You Coach** | *Beautiful You Coaching Academy, Australia* | 2021

**B.A. Honors Professional Writing & French** | *Carnegie Mellon University* | 1997

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## **PUBLISHED WORKS**

**This I Know Is True** — *The Kind Press*, Contributed chapter "Intuitively Grow Your Fearless FLOW," focusing on my FLOW self-care method.

**Entwined, an Anthology for Creative Mothers** — *published by Sarah Shotts* — will feature my poem, "Mama Starfish," in its fall 2025 edition.

**The Zest of a Lemon, Vol. 2: Capturing Slices of Life and Beauty** — *Compiled by Dave Karpowicz (July 2025)* — features two of my poems.

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## TECHNOLOGY

Google Suite • Slack • Facebook • Instagram • Substack • ChatGPT • Claude AI • Asana • ClickUp • Voxer • Squarespace • Monday • Formilla