

Sheldon C. Baker
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FREELANCE WRITING | CORPORATE/CELEBRITY INTERVIEWS | EVENT ASSIGNMENTS
Strategic Planning | Special Projects | Marcom Management

Journalist with 30-plus years of writing experience focusing on health and wellness, dietary supplements, CBD, cannabis, Hollywood celebrities, musicians, and pro athletes.

➤ **Editorial Capabilities**

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| Journalism | ▶ Q&A Interviews ▶ Feature Articles ▶ Event Reporting ▶ Trend Articles |
| Blog Writing | ▶ Content Development ▶ Interviews ▶ Social Media |
| Public Relations | ▶ AP-Style News Releases ▶ Collateral Writing ▶ Newsletters ▶ Media Relations |
| Brand Marketing | ▶ Strategic Planning ▶ Product Branding ▶ Product Launches and Promotion |

➤ **Freelance Experience**

InnoVision Media **2023-Present**
Health media publisher of professional and consumer magazines, journals, websites, and newsletters serving consumers and health professionals interested in integrative, holistic, and natural medicine.

Interview health professionals for InnoVision's *Alternative Medicine*, *Alternative Therapies* and *IMCJ* journals. (Initial editorial contributions scheduled for July publication.)

NaturAlley Magazine **2022-Present**
Consumer lifestyle and health and wellness publication.

Created The Baker Buzz column. Interview celebrities for the magazine's quarterly print editions and exclusives with authors and health leaders for the magazine's website.

<https://naturalley.com/2023/rich-little/>
<https://naturalley.com/2023/julia-schopick/>

Nutrition Industry Executive **2020-2021**
Nutraceutical trade industry publication.

Wrote marketing communications blog entries for the publication's website and newsletters.

<https://niemagazine.com/media-training-worth-every-penny/>

Nutraceuticals World **2010-Present**
Health and Wellness trade publication

Health E-Insights and Area Code 420 columnist interviewing health and wellness corporate executives, celebrities, and athletes in a Q&A format for print and website posting.

https://www.nutraceuticalsworld.com/contents/view_columns/2023-06-21/women-in-cannabis-expo-offers-a-platform-for-stakeholders-to-connect-inspire-and-learn/
https://www.nutraceuticalsworld.com/issues/2023-06/view_health-e-insights/uniquely-unbound-releasing-the-potential-and-genius-of-walnuts/

➤ **Professional Brand Marketing/Marcom Experience**

Baker Dillon Group LLC, Clovis, CA

1995-2014; 2019-Present

A concierge family-owned marketing firm specializing in corporate and product branding, print, broadcast and advertising, public relations, new product launches and trade show promotion for the wellness industry.

➤ Executive Brand Manager

- Direct agency business operations and development.
- Provide client marketing leadership and direction for senior executives, to generate corporate and product awareness creating new business opportunities and revenue streams.
- Manage agency's award-winning vendor relations team, including advertising, graphic design, video development, celebrity relations and market research specialists.
- Feature article writing, Q&A interviews, news release development, and newsletters.
- www.BakerDillon.com

Life Extension, Fort Lauderdale, FL

2011-2020

U.S. supplement industry trailblazer dedicated to finding new scientific methods to enhance and expand the healthy human life span.

➤ Director of Public Relations – Staff and Consultant Position

- Managed marketing of health and nutrition books including celebrity endorsement and publisher negotiations.
- Produced health talk radio shows on terrestrial and online media for staff doctors.
- Directed expansion of in-house video/broadcast studio to produce quality online videos and radio broadcasts.
- Developed staff doctor media training program for national and regional television lifestyle show appearances.
- Established media outreach program that increased earned media placement by more than 120%.

Special Media Achievements

- Producer *Healthy Talk*, RadioMD.com with Dr. Michael A. Smith
- Podcast and Guest Producer *LiveForeverish*, with Dr. Michael A. Smith
- Producer and Host *Baker: In the City and The 420 Area Code on CentralValleyTalk.com*

Awards

- Fresno Advertising Federation (Kyowa Hakko, TSI and BDG) – 3 ADDY Awards
- Peninsula Press Club Awards (InterHealth) – 2 Awards
- Peninsula Press Club Awards (Coakley Heagerty) – 2 Awards
- SF Bay Area Publicity Club Awards (Pacific Union Co., InterHealth) – 12 Awards
- Los Angeles Business Marketing Association Award of Merit (InterHealth) – 1 Award

Education

Columbia College, Chicago - Bachelor of Arts, Communications/Broadcast Media