

RICHARD E. LORANGER

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PROFILE: Freelance creative namer. Nomenclature, verbal branding, and messaging consultant. Copywriter and editor.

EDUCATION: **M.F.A., Creative Writing**, Brooklyn College, 2001
B.A., Honors in English, The University of Michigan, Ann Arbor, 1983

SELECTED PROFESSIONAL EXPERIENCE

2007 - **Creative Namer / Verbal Branding and Nomenclature Consultant**

Creative consultant specializing in name creation for products and businesses. Generally contract freelance to naming and branding agencies for production of nomenclature and corporate identity solutions. Began in October, 2007, and have completed over one thousand assignments in just over twelve years. Also available for taglines, messaging, other verbal branding solutions, as well as copywriting, editing, and proofing. More information upon request, and on website listed above.

2004 - 07 **Director, Writing Across the Curriculum**, Pratt Institute, Brooklyn, NY

Director of interdisciplinary program focusing both on pedagogical development for faculty and direct work with students. Duties included developing and organizing faculty and student workshops aimed at increasing writing skills and the teaching of writing skills institute-wide, developing events to encourage interdisciplinary work and to promote recognition of faculty publications, creating budgets, producing pr, and interfacing with all departments. Complete list of tasks and services available.

1999 - 07 **Adjunct Assistant Professor and Lecturer**, Pratt Institute, Rutgers University, Brooklyn College, York College, City College of New York, Borough of Manhattan Community College

Teacher of creative writing, literature, rhetoric, critical thinking, and expository composition at various colleges in New York City and New Jersey. Course levels included precollege, ESL, undergraduate, and graduate.

2002 - 04 **English Language and Writing Tutor**, Pratt Institute, Brooklyn, NY

Part time tutor of English composition, reading, and conversation, working primarily with ESL students. Special position tutoring two classes of ESL composition in Spring 2003.

2000 - 02 **Item Writer and Editor**, CTB/McGraw-Hill (Kelly Services), New York, NY

Part time editor, writer and developer of items for standardized testing. Items test a broad range of skills in grammar, reading, and composition for grades 3-12.

1998 - 99 **Marketing Assistant/Assistant Office Manager**, Microsoft, Inc. (Kelly Services), New York, NY

Broad range of tasks for Microsoft website (Sidewalk.com) and NY/NJ Marketing Teams, including organizational assistant for four seminar series; Small Business Alliance contact; business writing, development and writing of administrative manual, copy editing, graphic design; personnel operations; internal/external procurement, accounts payable, expense reports, shipping and receiving, office machine maintenance, reception, and general support.

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SELECTED CREATIVE AND EDITORIAL EXPERIENCE

BOOKS AND PUBLICATIONS

- 2016 *Sudden Windows*. Berkeley, CA: Zeitgeist Press.
- 2005 *Poems for Teeth*. Rhinebeck, NY: We Press.
- 1990 *The Orange Book*. Boulder, CO: The International Review Press.
- 1986 - 2019 Ten chapbooks (poetry and prose). Various publishers.
- 1986 - 2019 Poetry and prose in 30 anthologies.
- 1984 - 2019 Poetry and prose in over 100 magazines and journals, including *Oakland Review*, *London Grip*, *Marsh Hawk Review*, *Correspondence*, *Barrow Street*, *Long Shot*, *Newark Review*, *Brooklyn Review*, *Hanging Loose*, *Prosodia*, *The Galley Sail Review*, *Poetry San Francisco*, *we magazine*, *Big Scream*, *Omnivore*, and *W'orcs*. As well as printed magazines, this list includes several online publications, two CDs, two audiocassettes, and one dvd. Complete list available.

SMALL PRESS AND EDITORIAL

- 2013 Editor, *She Is Fighting Love: Selections from the Chapbooks of Joie Cook* and *Joie in Chaps: The Collected Chapbooks of Joie Cook*, Zeitgeist Press: Las Vegas, NV.
- 2013 Fiction Editor, *The Understanding Between Foxes and Light*, anthology, Great Weather for MEDIA Press: New York.
- 2012 Editor, *Take Me to the Porch: Selected Writings of Peter Kadyk*, San Francisco.
- 2001 Editor-in-Chief, *Brooklyn Review 18*, Brooklyn, NY: Brooklyn College.
- 2000 Assistant editor, *Brooklyn Review 17*, Brooklyn, NY: Brooklyn College.
- 1999 Copy editor, *Artifact* by Anah-Karelia Coates, San Francisco.
- 1995 Co-editor, *Live at Mexic-arte*, video from the Austin International Poetry Festival Austin, TX: AIPF.
- 1994 Co-editor, *we 18*, video poetry zine, Allamuchy, NJ: We Press.
- 1991-2 Coordinator, The International Review Press: Boulder, CO and San Francisco.
- 1990-1 Poetry editor, *Texture*, Boulder, CO.

READINGS AND SPOKEN WORD

Since 1980, over 500 featured poetry readings in over 200 venues across the United States, extensively in New York, San Francisco, Boulder CO, and Austin TX, as well as Chicago, Seattle, Philadelphia, Cambridge MA, Denver, Berkeley CA, Detroit, and Ann Arbor MI, among other cities.

Types of venues range from academic to libraries to regular poetry venues to rock music shows, including touring poet with Lollapalooza Festival 1994.

Co-features include Anne Waldman, Hakim Bey, Jim Carroll, John Giorno, Eileen Myles, Maggie Estep, Francisco X. Alarcón, James Broughton, Frank Moore, Anselm Hollo, Bobbie Louise Hawkins, and The Last Poets, among others; and have shared a stage with rock bands Fugazi, The Dead Milkmen, X, Big Black, and Sister Double Happiness (not including Lollapalooza bands). Complete list available.