



Around the Factory

CPWrite brings skill to writing services

By JASON SEYLER
Sun-Gazette Correspondent

With the rapid change in technology in the world, the need to effectively communicate has grown more important.

A local professional writer hopes that she can ease this burden by providing skilled services that showcase her creativity.

Carrie Pauling of CPWrite freelance writing offers business services, which include Web copy, newsletter and magazine copy, promotional material, press releases, and correspondence as well as feature writing and proofreading and editing.

Using skills from work experiences and her own style, Pauling works independently out of the Pajama Factory in Studio 4, 1307 Park Ave.

"Writing is the best form of expression I know," said Pauling, who

admitted to not watching much television as a child.

"I read a lot of books and decided rather young that I wanted to write them."

Pauling, who moved out of her living room and into the Pajama Factory in March, created a Web site, <http://www.cpwrite.net/index.html>, that provides samples of her work for the various services she offers.

When asked about the move to the Factory, Pauling stated that it was "liberating" having unencumbered space free of her two children's toys and the usual household distractions.

Pauling has worked for Brodart Co. for the past three years after working three years with Susquehanna Health.

She also worked with CableRep Advertising, Star 107.9 and High-

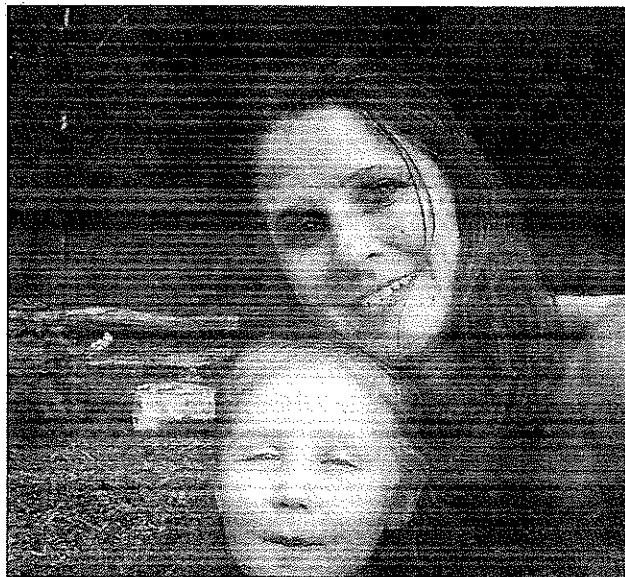


PHOTO PROVIDED
Carrie Pauling, right, is a freelance writer at CPWrite in the Pajama Factory, 1307 Park Ave.

lights for Children after graduating from Penn State University with a bachelor's degree in English, contributing to more than 12 years of experience.

"I've written marketing materials, radio commercials, press releases, nonfiction articles, Web copy and such," Pauling said. "It's all worthwhile and keeps me writing

every day."

While growing up, Pauling's family moved around, living abroad in Germany and Belgium during her formative years until winding up in the United States, which eventually led her to Penn State.

Pauling finds inspiration from the books she reads and gets lost in while frequenting libraries and book stores.

"I'm inspired by a well-told story," said Pauling, who lists Tom Robbins, Stephen King and F. Scott Fitzgerald as some of her favorites. "Right now I'm reading a book by Amy Bloom."

Pauling went into business for herself in 2000 working on the side while working her full-time jobs.

Along with crediting her parents for exciting early-life experiences, she credits her husband

with allowing her the time to write without pressure.

Most recently, Pauling has been interviewing different authors for a Brodart Co. publication and ironing out ways to collaborate with the Public Arts Academy's Michael Pilato.

At heart, Pauling has a passion of creative writing using reflections of her love for travel, learning new things and meeting new people.

"Most exciting to me is a novel I've been working on for about six months," Pauling said. "I'd love to be sitting down in Otto's one day signing copies."

When she's not working or writing, Pauling lists toasting marshmallows with her kids, kayaking with her husband, Mexican food, skiing and sitting in the sun with a book as her enjoyments.