
DONNA ANDERSEN

COPYWRITING

6/82—present DONNA ANDERSEN COPYWRITING

Creative strategies, content marketing and copywriting for websites, email, social media, brochures, newsletters, annual reports, direct mail, advertising, speechwriting. Specializations: journalistic approaches, breezy consumer writing, technology-made-easy and stories to bring tears to your eyes.

Project Experience

SAI Global, scriptwriting for online legal compliance training on topics such as employment law, sexual harassment, government contracting, antibribery and more
DailyMail.com, stories for the largest English-language website in the world
AT&T, numerous business-to-business technology brochures and fact sheets
Factiva, a Dow Jones/Reuters company, web content editing
Rosenthal Realty, complete branding and advertising program
Atlantic City Convention & Visitors Authority, press releases
Philadelphia Daily News, media kit
Global Knowledge, brochures, direct mail, email marketing for technology firm
S.J. Fenwick and Associates, website and mailings for architecture firm
Morgan Stanley Dean Witter, website promotional brochure
ePierce Solutions, web site copy, brochure
Atlantic City Weekly, feature articles
International Gaming and Wagering Business, magazine articles
New Jersey Monthly, magazine articles
Philadelphia Style, magazine articles
Sheraton Atlantic City, speechwriting
Hilton Garden Inn Philadelphia Center City, brochure
Dover Downs Slots, newsletter, direct mail, collateral
ProMedia Group, ad and brochure copywriting, press releases
Zone Telecom, marketing collateral for print and email
Harrah's Entertainment, Inc., event invitations, brochures, employee newsletter
Caesars Casino Hotel, customer newsletters, brochures
Showboat Casino, employee newsletters and motivation programs
Miss America Pageant, volunteer newsletters
Atlantic Community College, billboards, ads and annual report
Stockton Performing Arts Center, newsletters of upcoming events
Plus copy for many other ads, web sites, brochures and newsletters

JOURNALISM • WEB CONTENT • ADVERTISING

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7/2005—present LOVEFRAUD.COM

Creator of the Lovefraud.com, a website that teaches people to recognize and recover from personality-disordered individuals:

- Developed the theme, design and information architecture for Wordpress site
- Responsible for day-to-day operations of Wordpress website, serving 100,000 visitors per month who have posted more than 221,000 comments
- Wrote 100 static pages of content on sociopathic traits, case studies and advice for how victims can recover
- Developed features such as the Risk Calculator, Quiz: Are you a target?, Professional Resources Guide and Lovefraud Lessons videos
- Wrote more than 1,000 blog articles
- Edited more than 2,000 blog articles from other contributors
- Collected more than 10,000 cases of people victimized by personality-disordered individuals
- Developed social media programs — Facebook, Twitter, YouTube and Pinterest.

2/2012—present Lovefraud Education and Recovery, a New Jersey Nonprofit Corporation

- Founder and president of the nonprofit
- Program administrator for Lovefraud Continuing Education, which presents webinars to survivors of abusive relationships and continuing education programs for mental health professionals
- Secured approval for programs by the American Psychological Association, the National Association of Social Workers, and New York State Education Department State Board for Social Work
- Personally developed and delivered seven webinars for survivors
- Guided and managed more than 20 webinars delivered by other experts

Books

Love Fraud—How marriage to a sociopath fulfilled my spiritual plan. Donna told her outrageous true story in her first book. Her memoir was awarded five stars by the Midwest Book Review. Anderly Publishing, 2010.

Red Flags of Love Fraud—10 signs you're dating a sociopath. This book reveals, for the first time, the tactics of social predators who pursue romantic relationships not for love, but for exploitation. Anderly Publishing, 2012.

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Red Flags of Love Fraud Workbook. A slender volume, with a dozen checklists and 50 questions, that enables readers to identify their own vulnerabilities before predators do. Anderly Publishing, 2012.

Research

Counseling Intimate Partner Abuse Survivors: Effective and Ineffective Interventions. Scientific article for the Journal of Counseling and Development. Written with Liane J. Leedom, M.D., Mary Ann Glynn, LCSW, and Meredith Barone.

In Love With an Exploiter: Sexual Deception Correlates with Increased Harm to Romantic Partners. Research poster presented at the 5th Biennial Meeting of the Society for the Scientific Study of Psychopathy, June 6-8, 2013, Washington, D.C.

In Love With an Exploiter: How Age Affects Harm Experienced by Romantic Partners. Research poster presented at the 5th Biennial Meeting of the Society for the Scientific Study of Psychopathy, June 6-8, 2013, Washington, D.C.

Antisocial/Psychopathic Personality: What do Family Members, Romantic Partners and Friends Report? Research poster presented with Liane J. Leedom, M.D., at the 4th Biennial Meeting of the Society for the Scientific Study of Psychopathy, May 19-20, 2011, Montreal, Quebec, Canada.

Senior Sociopath Survey. Online survey, posted from September 2016 through May 2017, collected data from 2,120 respondents about people over the age of 50 who they believed were disordered. Respondents included romantic partners, parents, family members, work colleagues and acquaintances. In a related survey, 200 respondents described how they dealt with the senior sociopaths.

Therapy Satisfaction Survey. Online survey, posted from September 2015 through March 2016, collected data from 711 respondents about their experiences seeking therapy from a mental health professional in the context of an abusive relationship.

Female Sociopaths Survey. Online survey, posted September through December 2014, collected data from 1,996 respondents regarding their experiences with females who they believed were disordered. In a related survey, 245 respondents described how they dealt with the female sociopath.

Lovefraud Media Survey. This online survey, begun in 2012, invites people who are willing to talk to the media about their experiences with sociopaths to provide a summary of their stories and contact information. The survey is ongoing, and more than 2,000 people have responded so far.

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Lovefraud Romantic Partner Survey. Online survey, posted from February 15 to April 18, 2011, collected data from 1,352 respondents regarding romantic relationships with individuals who they believed were disordered.

Lovefraud DSM-5 Survey. Online survey, posted from February 11 to March 4, 2010, collected data from 1,378 respondents regarding their experiences with individuals who they believed were disordered. Donna and Liane J. Leedom, M.D., used the data to submit a comment to the DSM-5 committee of the American Psychiatric Association regarding the proposed new definitions and diagnostic criteria for personality disorders.

Speaking

Your Disordered Ex: What you need to know so you can recover and move forward

- 13th Battered Mothers Custody Conference, Albany, New York, May 4-6, 2018.

5 Steps to Change the World

- For Kathy's Sake fundraiser, Odenton, Maryland, April 29, 2017.

Love Fraud, Abusive Dating and Sociopaths

- Association of Student Assistance Professionals of New Jersey Annual Conference, Atlantic City, New Jersey, February 27, 2015

Love Fraud and How to Avoid It

- 2012-2013: Harrisburg Area Community College, Rutgers University Camden, Shippensburg University, Cumberland County College New Jersey.

Love Fraud — How you got hooked, how to reclaim yourself

- Battered Mothers Custody Conference, Washington, D.C., May 10, 2013

Sociopaths and Abusive Dating Relationships

- 2011-2012: Princeton High School, Triton High School, Timber Creek High School, Bayonne High School, Mainland High School, Oakcrest High School, New Jersey Assn for Health, Physical Education, Recreation and Dance Conference

Sociopathy Awareness for Guidance Counselors

- 2011-2012: New Jersey School Counselor Association Professional Development Conference, Mainland High School, Oakcrest High School.

Continuing Education

Frenemies: Tools to Teach Adolescent Girls How to Develop Healthy Friendships, Cross Country Education, online webinar, December 5, 2014

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Inside the Manipulator's Mind: The Insider's Guide to Ending Emotional Exploitation, Cross Country Education, Cherry Hill, New Jersey, September 14, 2014

Without Conscience: Understanding and Treating Psychopaths, Robert D. Hare, Ph.D., sponsored by J&K Seminars, Lancaster, Pennsylvania, July 7-8, 2005

Assessing Psychopathy: Clinical and Forensic Applications of the Hare Psychopathy Checklist Measures (PCL-R, PCL:YV & PCL:SV), Robert D. Hare, Ph.D., and Adelle Forth, Ph.D., sponsored by Darkstone Research Group and the Montana Sex Offender Treatment Association, Great Falls, Montana, October 14-15, 2004

4/84—12/86 RACE DIRECTOR, ATLANTIC CITY MARATHON

Responsible for total organization of Atlantic City's biggest road race, the 26.2-mile Atlantic City Marathon. Supervised 300 volunteers serving 300 to 500 runners.

6/78—6/82 EDITOR, ATLANTIC CITY MAGAZINE

Atlantic City Magazine's first full-time employee. Guided the publication's growth from a quarterly menu book to a monthly magazine. Responsible for content, production, editorial staff supervision. Researched and wrote many full-length articles.

EDUCATION

10/93—5/95 WHARTON SCHOOL

Awarded a certificate in Small Business Management by the University of Pennsylvania Wharton School of Management.

10/80—1/81 STOCKTON STATE COLLEGE

Completed 55-hour real estate salesperson pre-licensing course and passed the New Jersey real estate examination.

9/74—5/78 SYRACUSE UNIVERSITY

S. I. Newhouse School of Public Communications. Was graduated summa cum laude with a B.A. in magazine journalism and psychology. Gannett Foundation Award. Founded campus magazine. Spent a semester in Spain. Production manager of *The Daily Orange* student newspaper. Varsity women's crew.

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Memberships

Society for the Scientific Study of Psychopathy
Brigantine Rowing Club