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## Charlene Brown

*Publisher & Editor of Lookin' Green Magazine*



For the past five years Charlene has been a voice on the environmental front – before green was the in-thing. Her writings have now found a home in Lookin' Green Magazine and various blogs, newspapers, and publications. As Publisher and Editor-in-Chief, Charlene has full responsibility for print editions and weekly online editions of Lookin' Green Magazine, [www.lookinggreen.org](http://www.lookinggreen.org).

The mission of Lookin' Green is to provide

a critical view on environmental products, actions, services and to fact-check claims made by individuals, businesses, organizations, governments and other entities; to act as an information clearinghouse on environmental matters; to provide a venue for collaboration and effectively communicating with public and private agencies and organizations on regulatory issues that impacts the environment on state, national and international levels.

### Communication & Technical Specialist SOUTHERN CALIFORNIA EDISON

From 2007-2009 Charlene supported Southern California Edison Corporate Communications Department writing and designing the utility's monthly Customer Connection and Business Connection newsletters. Additionally, Charlene worked with the web team in managing content on [www.sce.com](http://www.sce.com) with assignment for Community, Environment, and Safety menu topics. Charlene also developed Flash-based online interactive tools, displaying case studies on various savings and energy efficiency programs Edison offers its business customers.

B.A. in Communication - Brigham Young University  
Diploma in Business - Dinthill Technical School  
Award - Ernst & Young Entrepreneurial Challenge  
Certificate – SAP Enterprise Resource Planning

### MARKETING CLIENTS

Charlene has developed strategic communications plans, brochures and publications, logos and other creative works, and designed Web sites for many clients and audiences. She continues to support her clients in various business models across many sectors including online shopping carts and catalogs, consulting firms, educational institutions, large and small businesses, charitable and non-profit organizations.