

About Us

LIISA SULLIVAN, President

Liisa* writes for several national and regional magazines; and business-to-business newsletters. Before starting Write Away, Inc., she worked as an editor for a national medical publishing company where she managed a team of writers and did market research for new launches.

Today, she is the editor of Action Pursuit Games Magazine- the world's leading paintball magazine and co-editor for Grilled Magazine, She also has two monthly columns that feature chefs and wine experts. She received her Masters in Media Studies from the New School for Social Research in New York City and currently sits on the board of the Public Relations Association of Western North Carolina. She has experience working with legal, educational and not-for-profit clients. In 2007, she was accepted into the Cambridge Who's Who — America's premier source for networking for executives and professionals and is also a member of the Junior League in Asheville. is correct. Liisa’s grandmother was from Finland and thought the Finnish spelling would set her apart from the rest.)

Bryan Sullivan has a B.A. in Communications from Alfred University in New York. He also holds a culinary degree from the New York Restaurant School. He owned and operated a catering business in Naples, FL and has worked at several fine-dining establishments throughout the U.S. Prior to getting into the hospitality business, he worked on Wall Street as a sales assistant for a NYSE brokerage firm.

After a career transition, today, he is the Features Editor for Action Pursuit Games Magazine, the world's leading paintball magazine, and he has one column in Southeast Food Service News where he writes about culinary trends and food-related topics. He is also the co-editor for Grilled Magazine.

When is not busy writing or wrangling writers, his focus is on marketing and PR and he handles all new sales and customer service support.

English and General Literature from Binghamton University in New York, and a Masters Degree in Secondary Education with a concentration in the teaching of English. She has worked in education and communications. Allyson has taught in Compton, CA and Brooklyn, NY. Her teaching experiences include elementary, middle, and high school. Most of her teaching years have been spent teaching reading and writing workshops to middle and high school students. Allyson’s strong background in writing gives her the expertise to master a variety of different genres. In addition to serving as an expert writer for her students, Allyson has taught colleagues in her staff development role as Literacy Coach. She has edited university publications and written curriculum that was adopted by various schools throughout Brooklyn.

Laura Eshelman received a B.A. in Mass Communications from the University of North Carolina at Asheville in 2008. As an undergraduate, she spent one semester as a reporter for the lifestyles section of the Blue Banner student newspaper, and three as a weekly opinion columnist. She has also had guest columns (and angry letters) published in the Asheville Citizen-Times, the Asheville Daily Planet, the Durham Herald-Sun, and the Mountain X-press. Laura currently works as an outreach coordinator for North Carolinians Against Gun Violence and regularly volunteers at Helpmate, a women's shelter. In August, she will enter the University of Colorado at Denver to pursue a master’s degree in criminal justice with a concentration in domestic violence. When she is not writing and/or advocating for social justice, Laura can typically be found cooking in the kitchen, or hula-hooping in the park.

important inter-office messages. She also enjoys entertaining clients in the waiting area. She takes the occasional nap which keeps up her high energy level and also allows her to maintain her professional edge.