

KATHERINE F. JORDAN
kate@katejordanwriter.com

EXPERIENCE

Creative writer and editor in nonprofit and corporate environments. Expertise in writing engaging copy for the Web and print, producing strategic marketing communications, and fundraising. International work experience.

FREELANCE WRITER & EDITOR

Denver, CO 7/07 — Current

CLIENTS

- 9NEWS
- A LIVING ARTS CENTRE
- AMERICAN RED CROSS
- AMERICAN HUMANE ASSOCIATION
- DENVER HYPNOTHERAPY & ENERGY
- DIRECT RESPONSE ADVERTISING
- KELPWORKS CREATIVE
- MORRIS ANIMAL FOUNDATION
- MOUNT SAINT VINCENT HOME
- THE SMITH AGENCY

- Write web content, feature articles, newsletters, direct mail, press releases, and program proposals
- Research and interview national scientists and doctors for articles
- Program development services and marketing and strategy consultation

MARKETING & COMMUNICATIONS EXPERIENCE

THIRD WAY CENTER, INC	Denver, CO	10/06-7/07
WOMEN'S RESOURCE AGENCY	Colo. Spgs, CO	10/04-10/06
TRAILS & OPEN SPACE COALITION	Colo. Spgs, CO	1/05-10/06

- ❖ Conceptualized, wrote and implemented direct mail campaigns, managed member communications, donor acknowledgements, and developed marketing collateral
- ❖ Wrote & edited grant proposals, reports, newsletters, corporate solicitation packets, event invitations, curriculum and handled donor communications
- ❖ Responsible for community presentations, developing client relations with partner agencies, case management, and resolution of staff and program issues

CLIENT SERVICE SPECIALIST

PITSHANGER BOOKSHOP

London, England 7/03 to 7/04

- ❖ Provided high level of customer service to clientele in independent retailer voted runner-up in "Best London Bookshops" 2004 Awards
- ❖ Handled specialized ordering and increased sales through display designs and book promotions

ENGLISH TEACHER **BRITISH SCHOOL, HELLO! SCHOOL** Sitges, Spain 3/02 to 3/03

- ❖ Taught grammar, reading comprehension, and speaking skills to children, adolescents and adults of all proficiency levels (Ages from 4 to 50; Class size from 1-16)
- ❖ Developed needs analysis and customized lesson plans for groups and individuals

SENIOR EDITOR, **LOOKSMART LTD.** San Francisco, CA 7/98 to 11/01
TRAVEL & LIFESTYLE

- ❖ Wrote and edited site content (Travel, Books, Authors, Hobbies, Food/Wine, Fashion, Pets & Animals) and responsible for developing team assignments
- ❖ Supervised 11 writers and directed team's daily/quarterly targets for Internet Directory
- ❖ Recruited, mentored, and developed personalized career plans for all team members

EDITORIAL CONSULTANT **CUNNINGHAM COMMUNICATION** Palo Alto, CA 11/97 to 6/98

- ❖ Provided account team support for public relations firm
- ❖ Produced press conference materials, media biographies and articles
- ❖ Liaison for main client Adobe Systems and magazine editors nation-wide

FREELANCE EDITOR **AMERICAN INSTITUTE OF RESEARCH** Palo Alto, CA 8/97 to 11/97

- ❖ Edited social science reports for nonprofit research organization
- ❖ Proofread final manuscripts before publication

DEVELOPMENT ASSOCIATE **COMMUNITY BOARD PROGRAM** San Francisco, CA 12/95 to 7/97

- ❖ Donor research in nationally recognized dispute resolution nonprofit
- ❖ Edited grant proposals for submission to philanthropic organizations
- ❖ Maintained proposal-tracking system for \$1 million budget

CAREER DEVELOPMENT **ALUMNAE RESOURCES** San Francisco, CA 1/96 to 1/97
ASSISTANT

- ❖ Provided orientation services for clients in career management company
- ❖ Organized employment resources, job listings and reference guides
- ❖ Maintained library's career database and resource acquisitions

EDUCATION

Bachelor of Arts in English, 1989-1993

University of Colorado – Boulder, Colorado
Graduated with Honors

TEFL– Teaching English as a Foreign Language Certificate

ITC International School – Barcelona, Spain
February 2002

COMPUTER SKILLS

MS Office, Excel, Outlook, Quicken, Razors Edge, Publisher, Internet Savvy