

## Qualifications Summary

- Dynamic writer and editor who creates exceptional marketing and brand-building content.
- Intensely competent in editing and crafting copy that converts readers to customers.
- Ability to enforce brand voice and establish the brand as a trustworthy and welcoming resource for customers.
- Power to manage and nurture staff so that they produce exceptional content.
- Dedicated to the power of analytics in helping shape content and retain and convert leads.
- Knowledgeable about inbound marketing and SEO optimization.

## Portfolio

- <https://kimreynolds.journoportfolio.com/>

## Professional Experience

### Writer and Copy Editor, Since January 2010

#### Freelance, Warren, VT

- Write articles for community newspapers and magazines to engage awareness around issues including childcare, special needs community, educational resources, and small-town governance.
- Commissioned to write profiles for the Green Mountain Valley School aimed at creating entertaining and informational content to draw support, awareness, and inspire giving.
- Copy edited articles on education reform that were later adopted as funding models for the state of Vermont.
- Conducted market research to evaluate trends and refine marketing content for a marketing agency.

### Production Editor, May 2019 - December 2020

#### KnowledgeWorks Global Ltd., Waterbury, VT

- Managed content production for KGL's largest STEM journal account.
- Edited content to ensure strict adherence to best practices and publishing standards.
- Trained and mentored team members, sharing knowledge through constructive criticism.
- Enforced brand voice by creating comprehensive documentation for customers and internal teams.

### Professor of English, August 2016 - May 2019

#### Norwich University, Northfield, VT

- Guided students to navigate multiple digital libraries and resources and write compelling copy that culminated in a year-end research project.
- Obsessed over pedagogy and pulling together research and meta-analyses in applying best practices in the classroom.
- Ability to marry creative skills with a deep understanding of the underlying educational goals.

### Executive Editor, Mountain View Publishing, 2006 - 2009

- Wrote, created, edited, and published articles, crafting a compelling editorial narrative.
- Created brand-building content for articles, features, blogs, and videos aimed at channeling brand identity into a relatable and identifiable written voice.
- Oversaw freelance writers and ensured that they created exceptional content aimed at engaging and delighting customers.

## Education

### Online Certificate in Digital Marketing

University of Vermont; March 2021. Produced digital marketing campaign for Good Beginnings of Central Vermont.

### HubSpot Certificate in Inbound Marketing

### Certificate in Google Analytics

### Master of Fine Arts in Creative Writing

Emerson College, Boston, MA

### Bachelor of Arts in English

University of Vermont, Burlington, VT

## Publications

*Sugarbush Magazine*, November 2017, “Getting Schooled.”

Green Mountain Valley School Alumni Profiles: Tik Root '08, “Worlds Apart”; Thomas Walsh '13, “Paralympian”; “The Contender”; Danielle Nichols '95, “A calculated risk,” among others.

Edited “Study of Pupil Weights in Vermont’s Education Funding Formula” and “Study of Vermont State Funding for Special Education,” commissioned by Vermont lawmakers; *Computational Thinking for Middle and High School*; “Enhancing Sustainability Curriculum through Faculty learning Communities,” among others.

## Volunteer Experience

Warren Public Library— determine the mission of the library, set policy that governs the library, evaluate library director, and oversee the general management of the library.

Vermont’s Children Trust Foundation —promote the well-being of children and families in Vermont by raising funds for community-based prevention programs to ensure that Vermont's families are safe, nurtured, stable, and supported.

KPAS, Kindergarten, Preschool, and Afterschool Program—instrumental in the planning and development of the Preschool and afterschool program for P-3 and P-4 students.

## Memberships

Certified Professional Writers Association

TOWER Society

The National Tutoring Association