





# KATIE MCNEIL

EDUCATION REPORTER • CONTENT STRATEGIST

## CONTACT

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## EDUCATION

MA, EDUCATIONAL  
TECHNOLOGY  
*Teachers College,  
Columbia University*  
2013 - 2016

BA, JOURNALISM  
*Brigham Young University*  
2003 - 2006

## EXPERTISE

Writing & Editing  
Content Management  
Content Marketing  
Social Media Marketing  
Curriculum Development  
Educational Technology

## PROFESSIONAL PROFILE

I am an award-winning journalist with 10 years of writing experience for newspapers, magazines, websites, schools and businesses. Passionate about education reform, I have experience in the classroom as a teacher as well as covering the classroom as a reporter and content marketing strategist. Whether hooking a reader with in-depth reporting, engaging a student with innovative curriculum, or offering smart content solutions to a business, my passion is in writing content that people want to read, listen to and click on.

## EXPERIENCE

CONTENT STRATEGY MANAGER May 2017 - Present  
Summit Learning | Redwood City, CA

- Manage branded content strategy for Summit Learning, a nationwide program reaching more than 54,000 students
- Build brand awareness and create demand for Summit Learning through compelling, engaging content
- Manage Summit Learning Blog, producing 2-3 posts weekly about Summit Learning schools, educators, and students
- Measure the success and reach of content campaigns and storytelling initiatives
- Distill research, instructional materials, and other dense content into shorter, engaging content to build Summit Learning brand awareness for a wider audience

CONTENT MARKETING SPECIALIST April 2016 – April 2017  
Lucid Software | Salt Lake City, UT

- Consult SaaS company on strategy for marketing to schools
- Create B2B marketing content — case studies targeted at district IT directors — to drive sales of Lucidpress in K-12 education market
- Create lesson plans and templates to spark teacher engagement with Lucidpress

STUDENT TEACHER Sept. 2014 – Dec. 2015  
Fieldston School & The School at Columbia University | New York, NY

- During two placements at NYC independent schools, taught and observed K-12 students for over 300 hours
- Co-taught high school ethics & technology elective; K-6 lessons on robotics, coding and digital citizenship

## SKILLS

Content Management Systems  
Learning Management Systems  
Basic HTML/CSS  
Basic Java  
Wordpress  
Google Apps for Education  
Google Analytics  
AP & Chicago Style

## CERTIFICATION

K-12 TECHNOLOGY  
SPECIALIST  
*New York State Initial  
Teaching Certification*  
2017

## AWARDS

NATIONAL EDUCATION  
WRITERS ASSOCIATION  
*Features, 2<sup>nd</sup> Place*  
*"Merging Faith and Self,"*  
*The Daily Herald*  
2007

NATIONAL NEWSPAPERS  
ASSOCIATION  
*Best Education Story*  
*"Coping with Autism,"*  
*The Riverdale Press*  
2007

NEW YORK PRESS  
ASSOCIATION  
*"Coping with Autism,"*  
*The Riverdale Press*  
*In-depth Reporting: 1st*  
*Feature Story: 1st*  
*Overall Edu. Coverage: 1st*  
2007

## EXPERIENCE (Continued)

- Independently taught high school social media and identity unit, 2nd grade classes in robotics using LEGO Mindstorms and 5th grade design thinking lessons
- Coached faculty on purposeful use of tech in their classrooms

TECHNOLOGY COORDINATOR June - Aug 2014  
Hostos Elementary School | Yonkers, NY

- Managed tech resources for 28 teachers at Camp S.M.A.R.T. — a summer learning lab at a Title I school
- Coached teachers on purposeful technology use in their classrooms; Facilitated after-school professional development workshops

CONTENT MANAGEMENT SPECIALIST Aug 2009 – Feb 2014  
Answers.com | New York, NY

- Curated homepage content on trending topics for wiki-based website, a comScore Top 20 web property (2010 statistics)
- Using Google Analytics reports, monitored and edited high-traffic Q&A; seeded questions on trending topics for SEO
- Managed social media strategy, promoting Answers.com's top Q&A across multiple social platforms
  - In a six-month period in 2012, drove a 250% increase in Twitter click-throughs and 150% in Facebook engagement
- Edited articles on Answers.com's subdomains of parenting, budget travel, family travel, small business, and women's health
- Liaised with product managers and engineers to develop new features based on community feedback

WEB & COMMUNICATIONS ASSISTANT Oct 2008 – June 2009  
The Chapin School | New York, NY

- Edited all web content for Chapin.edu
- Wrote student-focused features for weekly web newsletter
- Compiled and edited yearly 100+ page alumnae bulletin

WEB EDITOR July 2008 – Sept 2009  
The New York Sun | New York, NY

- Managed copy flow from print to web, using in-house CMS

EDUCATION REPORTER May 2007 – July 2008  
The Riverdale Press | Bronx, NY

- Covered 20+ public and private schools in the northwest Bronx for a 10,000-circulation Pulitzer prize-winning weekly newspaper
- Focus of reporting included: overcrowding at public schools, gifted and talented education, NYC DOE school rating systems, autism

EDUCATION REPORTER May 2007 – July 2008  
The Daily Herald | Provo, UT

- Covered higher education for a 50,000-circulation daily
- Focus of reporting included: LGBT & minority issues at BYU and UVSC's transition to university status