





KATIE MCNEIL

CONTACT

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WRITING PORTFOLIO

-  katiejmcneil.com

EDUCATION

MA, EDUCATIONAL
TECHNOLOGY
Columbia University
2013 - 2016

BA, JOURNALISM
Brigham Young University
2003 - 2006

EXPERTISE

Writing & Editing
Data-Driven Content Strategy
Content Marketing
B2B & B2C Content
SEO Copywriting
Email Marketing
Social Media Marketing
Curriculum Development
Educational Technology

PROFESSIONAL PROFILE

Writer and editor with 15+ years of experience with media organizations, schools, non-profits, and SaaS companies. I specialize in content marketing strategy for EdTech businesses, copywriting B2B and B2C content including blogs, social media, emails, articles, e-books, case studies, and whitepapers. My master's in educational technology and teaching experience give me a unique ability to speak the languages that resonates most with educators. Highly motivated and detail oriented, I love crafting copy that informs and inspires.

EXPERIENCE

COPYWRITER April 2023 – Present

Guild Education

- Write engaging short and long-form copy (blogs, emails, newsletters, flyers, headlines, etc.) for Fortune 500 client organizations to communicate their Guild education benefit, drive adoption, and ensure Guild's solutions deliver a compelling experience for adult learners

FREELANCE WRITER May 2022 – Present

Verizon

- Write blogs and long-form articles about EdTech trends using SEO to drive organic awareness of Verizon's education solutions

FREELANCE WRITER April 2022 – Present

Learning A-Z

- Contracted as lead copywriter for two customer migration campaigns for elementary reading and writing solutions, Foundations A-Z and Writing A-Z
- Email series for Foundations A-Z's product release measured a 53% open rate and 18.5% click to open rate
- Wrote 30-minute sales script and demo for new Writing A-Z release, collaborating with product and sales teams

FREELANCE WRITER Mar 2020 – Sept 2022

Instructure

- Wrote case studies, blogs, landing pages, and gated content to market Canvas learning management system
- Develop and write email nurture streams targeted at K-12 and Higher Education clients in various stages of sales funnel

PROPOSAL WRITER April 2019 – Mar 2021

DreamBox Learning

- Responsible for the research, writing, and editing of detailed proposals in response to RFPs from district purchasing offices
- Successful RFPs won contracts from major school districts such as Cleveland Metropolitan School District and Fort Bend Independent School District.
- Compiled Knowledge Library of key content in RFP360 software to streamline proposal process

SKILLS

CONTENT MGMT SYSTEMS
LEARNING MGMT SYSTEMS
WORDPRESS
BASIC HTML/CSS, JAVA
GOOGLE ANALYTICS
SALESFORCE
ASANA

CERTIFICATION

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

AWARDS

NATIONAL EDUCATION
WRITERS ASSOCIATION
*Features, 2nd 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)

COPYWRITER Microsoft	Oct 2018 – Feb 2019
<ul style="list-style-type: none">• Collaborated with a multidisciplinary team of teachers, engineers, and designers to develop middle school STEM lesson plans• Created bi-weekly social media editorial calendar, curating daily STEM-related content for social media channels	
CONTENT STRATEGY MANAGER Summit Learning	May 2017– Oct 2018
<ul style="list-style-type: none">• Managed content strategy for a nationwide personalized learning program funded by the Chan Zuckerberg Initiative• Managed Summit Learning Blog, producing 2-3 posts weekly• Compiled 75+ page company style guide• Distilled educational research into shorter, engaging content for wider audience	
CONTENT MARKETING SPECIALIST Lucid Software	April 2016 – April 2017
<ul style="list-style-type: none">• Created B2B marketing content — case studies targeted at district IT directors — to drive sales of Lucidpress in K-12 market• Created B2C marketing content — lesson plans and templates — to spark teacher engagement with Lucidpress	
STUDENT TEACHER Fieldston School & The School at Columbia New York, NY	Sept 2014 – Dec 2015
<ul style="list-style-type: none">• 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	
CONTENT MANAGEMENT SPECIALIST Answers.com New York, NY	Aug 2009 – Feb 2014
<ul style="list-style-type: none">• Curated homepage content on trending topics for wiki-based website• Using Google Analytics, monitored and edited high-traffic Q&A• Managed social media strategy, promoting Answers.com's top Q&A across multiple social platforms	
WEB & COMMUNICATIONS ASSISTANT The Chapin School New York, NY	Oct 2008 – June 2009
WEB EDITOR The New York Sun New York, NY	July 2008 – Sept 2009
EDUCATION REPORTER The Riverdale Press Bronx, NY	May 2007 – July 2008
EDUCATION REPORTER The Daily Herald Provo, UT	May 2007 – July 2008