





KATIE MCNEIL

COPYWRITER • CONTENT MARKETING SPECIALIST

CONTACT

-  917-680-7245
-  katejmcneil@gmail.com
-  linkedin.com/in/katiemcneil
-  Seattle, WA

EDUCATION

MA, EDUCATIONAL TECHNOLOGY

*Teachers College,
Columbia University*
2013 - 2016

BA, JOURNALISM

Brigham Young University
2003 - 2006

EXPERTISE

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

PROFESSIONAL PROFILE

I'm an award-winning journalist with 10+ years of writing and editing experience for newspapers, magazines, websites, schools, and software companies. I specialize in content management and strategy for K-12 education initiatives and non-profits and hold a master's degree in educational technology. Highly motivated and detail-oriented, I love crafting copy that informs and inspires.

EXPERIENCE

COPYWRITER / COMMUNITY SPECIALIST Oct 2018 – Feb 2019
Microsoft | Redmond, WA

- Collaborated with a multidisciplinary team of teachers, engineers, and designers to develop middle school STEM lesson plans
- Edited all lesson resources, crafted promotional web copy
- Created bi-weekly social media editorial calendar, curating daily STEM-related content for social media channels

CONTENT STRATEGY MANAGER May 2017 – Oct 2018
Summit Learning | Redwood City, CA

- Managed content strategy for a nationwide personalized learning program funded by the Chan Zuckerberg Initiative
- Managed Summit Learning Blog, producing 2-3 posts weekly
- Executed content campaigns and measured the success of each
- Compiled 75+ page company style guide
- Distilled research and other dense content into shorter, engaging content for wider audience

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

- Consulted SaaS company on strategy for marketing to schools
- Created B2B marketing content — case studies targeted at district IT directors — to drive sales of Lucidpress
- Created lesson plans to drive teacher engagement with Lucidpress

SKILLS

Content Mgmt Systems
Learning Mgmt Systems
Basic HTML/CSS
Basic Java
Wordpress
Google Apps for Edu
Google Analytics
AP, Chicago styles

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)

STUDENT TEACHER Sept. 2014 – Dec. 2015
Ethical Culture Fieldston School | New York, NY

& 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
- Independently taught high school social media and identity unit, 2nd grade robotics classes, and 5th grade design thinking lessons

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 classroom technology use; 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

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

- Wrote student features and edited all web content for Chapin.edu
- 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: minority issues at BYU and UVSC's transition to university status