

ALISON LARGE KETCHAM

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CAREER SUMMARY

Highly Creative Communications Pro • Seasoned in a Range of Writing Styles

Dedicated to creating compelling content delivering strong results. A knack for concise and creative storytelling, including web content, blogs, non-profit fundraising copy, advertorials, news, features, memorials and obituaries.

AREAS OF EXPERTISE

Writing • Editing • Proofreading • Researching • Fact Checking • Interviewing • Reporting
AP Style • Designing Pages • Project Management • Print Management • Natural-Light Photography

EXPERIENCES AND ACHIEVEMENTS

FREELANCE WRITER AND EDITOR, Birmingham, AL

2010 – Present

Create and edit content and copy for a variety of clients.

Projects and clients include: website content and blogs for beachguide.com; direct-mail letters for ResourceOne Atlanta Fundraising Group, The Epilepsy Foundation and Helping Hospitalized Veterans; website content for Top Talent recruiting firm; book editing for American Interactive Marketing; features for Birmingham magazine, Birmingham Home & Garden magazine, and 280 Living micro-newspaper.

THE BIRMINGHAM NEWS, Birmingham, AL

2006 – 2010

Alabama's largest daily newspaper.

Business Development Writer, Editor, and Designer

Participated in production of weekly and topic-driven newspaper advertorial sections, including planning, writing, editing, shooting photos and designing pages. Interviewed subjects, wrote and edited articles, made freelance assignments, chose art and designed layout for recurring sections such as Sunday Real Estate, and unique sections on subjects such as college planning, health, employment, travel and automobiles.

ADEPT PUBLISHING, Birmingham, AL

1990 – 2006

Publishing services for a variety of clients.

Founder, Writer, Editor, Designer and Manager

Produced print publications from concept to completion, including directories, newsletters, catalogs, marketing materials and flyers. Wrote copy, shot photos, sold advertising, designed ads and subcontracted printing.

ALISON LARGE KETCHAM

Continued...

EDUCATION AND TRAINING

Bachelor of Arts

Communications/Journalism, Minor in Political Science
University of Alabama at Birmingham, Birmingham, AL, 1988

Software and Social Media Proficiencies

- Adobe Creative Suite
- Microsoft Office
- WordPress
- LinkedIn
- Facebook
- HubSpot inbound-marketing certified