

# Michelle Tevis Strickland

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## ABOUT ME

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I'm a nimble wordsmith and deadline-driven editor, writer and project manager with an eye for detail and a passion for using the right words at the right time. Accuracy and integrity are among my highest priorities as an editor. I enjoy making difficult topics easier to understand and raising questions no one thought to ask. I collaborate with teams to develop quality content strategies and execute them on deadline, and I love learning new things along the way. Take a look at some of my work at [my JournoPortfolio](#).

## EXPERIENCE

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### September 2022–Present

Senior Editor

*TriStar Event Media*

Overland Park, Kansas

I am lead project editor for the news websites supporting our medical association clients' annual meetings. I work with clients to develop complex, comprehensive content plans, website designs, magazines and digital flipbooks for months-long promotional campaigns including registration content, session previews and meeting coverage. Clients include the American Association for Cancer Research, the American College of Chest Physicians and the San Antonio Breast Cancer Symposium (University of Texas-San Antonio Health).

- I write and edit content for accuracy and style based on client-provided style guides.
- I manage staff and freelance writing assignments..
- Using project management tools such as Trello and Wrike, I keep all the trains running on time, often with overlapping project deadlines.

### January 2016–September 2022

Senior Editor, Media Relations

*KU Endowment*

Lawrence, Kansas

I had the privilege of telling stories about philanthropy and its impact at the University of Kansas and pitch those stories to media outlets with the assistance of KU News Service. My audience was existing donors and potential donors, which includes the huge KU community of alumni, friends and partners.

- I wrote 2-3 features per edition for *KU Giving* magazine, the publication for donors, which has a circulation of about 40,000. I also proofread the magazine for quality control.
- I created copy and edited for internal clients such as the Annual Giving team, Planned Giving team, and development staff.
- I frequently wrote about research, teaching and the learning experience at the University of Kansas Medical Center in Kansas City, Kansas.
- I enjoyed being the in-house photographer on many internal projects, including employee headshots, company events and marketing materials.

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### October 2013–January 2016

Assistant Managing Editor  
*Lawrence Journal-World*  
Lawrence, Kansas

- I assisted in overseeing the daily functions of the news operation, including editing live copy and strategizing and delivering social media updates.
- I wrote content, edited and designed the weekly WellCommons health and wellness section and managed its website and social media. I was a fellow with the Association of Health Care Journalists in 2015.
- I managed the four weekly community newspapers owned by The World Company.

### March 2012 – October 2013

Managing Editor, Technical Writer  
*The Robstan Group/Networx Communication*  
Kansas City, Missouri

I edited two trade magazines: the bimonthly *Courier Magazine*, which covers the courier, expedited delivery and logistics industries; and the five-times-a-year *Applicator* magazine, the trade publication for the Sealant, Waterproofing and Restoration Institute.

## EDUCATION

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B.S. Journalism, news and editorial  
*William Allen White School of Journalism and Mass Communications*  
University of Kansas

## TECHNOLOGY

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I am proficient in these applications:

- Microsoft Office (Word, PowerPoint, Excel)
- Google Workspace
- Adobe Creative Suite (InDesign, some experience with Lightroom)
- Trello and Basecamp project management and communication tools
- Windows and Mac operating systems

I am a regular user of these social media platforms and measurement tools:

- Facebook (managed pages for WellCommons and LJWorld; co-managed KU Endowment's page)
- Instagram (co-managed @kuendowment account)
- X (formerly Twitter) and Threads
- Google Analytics