

Karlee Kapler

I am a creative individual who flourishes in communicating, writing, and editing. I am known to be analytical, goal-orientated, and passionate. Curiosity is one of my strongest motives regarding success.

Work Experience

Communications and Marketing Specialist

Northwestern Polytechnic

May 2022 to Present

- Collaborating with each department in portfolio to craft plans for upcoming events and communications and marketing opportunities and needs.
- Creator of communication plans, marketing events, speaking notes, and briefing notes as needed.
- Infuse 5NWP priorities and themes into all related communications and marketing projects.
- Responsible for ensuring portfolio communications and marketing opportunities and needs are inputted in Editorial and Social Media calendars.
- Responsible for seeking out, writing and/or copyediting:
 - Success Stories
 - Faculty Achievements
 - News Releases
 - Internal Communications (e.g. Insider Today, All Staff/Student Email)
 - Web content
 - Social media
- Point of contact for marketing collateral for departments within portfolio.
- Responsible for creating and posting social media promotion of departments within portfolio on appropriate platforms.
- Responsible for live coverage of events hosted in portfolio departments (e.g.: Student Research Conference, Trades Intake, etc.)
- Liaison with Web Content Specialist to meet the web requirements of departments in portfolio.
- Liaison with Digital Specialist to meet design, social media, video and photography requirements of departments in portfolio.
- Collaboration with External Public Relations Specialist on all, but not limited to, the above listed (e.g. Social media, writing, photography, video, monitoring, copyediting, etc.)
- Responsible for upholding and uplifting the GPRC brand and tone.
- Responsible to attend portfolio department meetings as Communications and Marketing representative.
- Attends Communications and Marketing team meetings and is responsible to update team on portfolio projects to ensure collaboration and efficiency on carrying out communications plan duties.

Managing Editor

Postmedia

March 2020 to May 2022

- Editor for the Fairview Post, Peace River Record-Gazette, Daily Herald-Tribune, Peace Country Sun
- Previously worked as a journalist for the Fairview Post and Peace River Record-Gazette
- Manage a team of journalists, assign stories
- Research, write and edit articles
- Create a story list for each week
- Keep up to date on potential story ideas based on what is going on in the community
- Working with a strict deadline
- In charge of laying out the Fairview Post, Peace River Record Gazette, and Peace Country Sun every week for print
- In charge of posting the Fairview Post, Peace River Record Gazette, Peace Country Sun, and Daily Herald-Tribune stories to social media
- Proficient with Wordpress and NCS Workbench

Casual Copywriter

Revision Home

Renovations March

2021 to July 2021

- Conduct interviews to accumulate information for content
- Write copy for website
- Responsible for writing blog posts

Casual Copywriter

Asana at Home

April 2021 to June 2021

- Responsible for revamping written content on website
- Writing new copy for website
- Creating blog posts for website that will also go out in e-newsletters

Content Writer (Freelance)

Saltmedia

September 2019 to December 2020

- Taking a client's vision regarding the tone they want for their website and interpreting that into written content
- Create content based on series of notes and files provided by clients
- Copyedit content already written by the client to ensure cohesiveness and readability
- Correspond with client's regularly regarding their content for their website, asking them to approve keywords, content written, if anything needed to be added or taken away etc.

- Transformed different points of view for different demographics

Contributing Writer (Casual)

The Voice

September 2017 to December 2019

- Contribute articles that would appeal to AU students
- September 2019 to December 2019, responsible for monthly article on Student Council meetings

Contract Copyediting Project

Ello Marketing + Design

Co October 2019 to October 2019

Copyedited an issue of the Health Hut's magazine

Copyediting Internship

Papercut Magazine

December 2016 to October 2018

- Digital art magazine based out of New York City
- Worked as an editorial contributor/intern/copyeditor
- Took on copyediting projects as assigned
- Worked with contributors on the piece they had submitted to put together a more cohesive copy
- Used platforms such as Medium and Hootsuite
- Managed different social media platforms
- Edited for grammar, spelling, and overall readability

Editorial Contributor

The Waggle

September 2014 to May 2015

- Digital art magazine based out of Northwestern Polytechnic
- Volunteered as an editorial contributor/intern

Education

Bachelor of Arts in English

Athabasca University - Grande

Prairie, AB Present

High School Diploma

St. Joseph Catholic High School - Grande
Prairie, AB 2009

