

## KIMBERLY A. ELLIOTT

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### CONTENT STRATEGY, COMMUNICATIONS, DEVELOPMENT

Versatile communications leader, content strategist, fundraiser, manager, and consultant with 20+ years of experience engaging external and internal audiences through strategic storytelling. Published author and successful grant writer who crafted key portions of proposals bringing in **over \$60 M** for a global nonprofit from 2011 to 2017. Deeply invest in employers' missions, thrive on complex challenges, and enjoy leading, supporting, and collaborating with colleagues. Expert in synthesizing information to capture and convey outcomes.

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### PROFESSIONAL EXPERIENCE

#### **The Word Mechanic (February 2019–Present; March 2004–February 2011)**

***Founded and lead this woman-owned small business.***

Provide consultation focused on strategic communications, content marketing, fundraising, content editing, and ghostwriting. Clients include Rhode Island Computer Museum, Discovering Justice, Center for Strengthening the Teaching Profession, TERC, National Association of County & City Health Officials, National Association for the Education of Young Children, Dawkins Productions, Pam Kristan, Wheelock Family Theatre, AIDS Action Committee of Massachusetts, and Education Development Center.

- As part of long-term consultation to Center for Strengthening the Teaching Profession, co-authored a book published by Corwin ([Teacher Leader Stories: The Power of Case Methods](#)).
- Achieved high win rates on grant proposals funded by National Institutes of Health, U.S. Department of Education, Institute of Education Sciences, U.S. Department of Health & Human Services, National Science Foundation, and others.
- Lead content editor of books published by Rowman Littlefield ([More Than Title IX: How Equity in Education Has Shaped the Nation](#)) and Wiley ([Supported Literacy for Adolescents](#)).
- Contributor, content editor, quality assurance/quality control overseer for innovative, interactive instructional resources. A few examples include: "[Power Up What Works](#)," "[Success at the Core](#)," "[Girls Communicating Career Connections](#)," "[Exploring Humanitarian Law](#)," "[Exploring Bioethics](#)."

**Sabbatical (February 2018–January 2019):** Met goal to complete three books—two non-fiction and one fiction—and provide pro bono consultation to nonprofits. Worked with [Rhode Island Computer Museum](#), [New England Wireless and Steam Museum](#), Library of Congress, and others.

#### **Education Development Center (March 2011–December 2017)**

***Senior Business Development Associate, Learning and Teaching Division***

Headed up external and internal communications. Initiated, led, and facilitated strategic business development projects that raised EDC's visibility through content marketing. As division grant writer, co-conceptualized, researched, wrote, and content-edited winning proposals. Managed external and internal division websites—supervising tech and administrative staff in maintaining and expanding the sites—and wrote and led the development of a wide array of products, resources, and tools.

- Working with EDC and division leaders, conceptualized, led, and oversaw implementation of strategic external and internal communications plans and initiatives. Member of division leadership team, management team, and corporate task forces. Wrote content for [EDC.org](http://EDC.org) website, including

press releases and text describing EDC's strengths, staff, and events. Collaborated with EDC Comms and Creative Services to implement EDC Comms strategy including serving as media liaison, generating news stories, providing social media content, and co-developing products.

- As designer, manager, and lead content creator for [ltd.edc.org/](http://ltd.edc.org/), tripled number of pageviews and achieved high number of return visits from funders. Led upgrades on a tight budget, monitored analytics and generated reports, and supervised staff in using analytics to enhance site.
- Designed, managed, and upgraded division intranet, achieving low bounce rate and steady usage by staff. Created extensive tools to guide proposal and project work; supported tool development; supervised/trained staff to maintain intranet; and collected/reported on usage analytics.
- Conceptualized, wrote, and participated in the design and production of toolkits, white papers, briefs, flyers, blogs, and infographics to engage target audiences and advance business development. Worked with staff and leaders of all units on strategic communications and development projects.
- To foster employee engagement, wrote e-newsletter and e-blasts, regularly surveyed staff to gain input, and developed resources in response to staff's needs. Played active role in staff development, including co-planning agenda and workshops for five annual All-Staff Meetings.
- Conceptualized and wrote key sections of successfully-funded proposals submitted to Health Resources and Services Administration, U.S. Department of Education, U.S. Department of Health & Human Services, National Science Foundation, and others.

#### **Education Development Center (January 2002–March 2004)**

##### ***Senior Writer/Editor***

Lead writer, grant writer, developmental editor, and communications advisor for EDC's early childhood portfolio. Led strategic communications efforts to share EDC's findings on effective strategies to build teachers' capacity, strengthen systems, and improve outcomes for young children and their families.

- Collaborated with center director and project directors to design and target proposals to achieve high win rate. Lead grant writer of proposals funded by U.S. Department of Health & Human Services, U.S. Department of Education, National Science Foundation, and private foundations. Developed tools to strengthen and systematize development process.
- Co-wrote and edited research reports, briefs, and articles. Supported staff in writing chapters and books focused on early childhood education topics.
- Contributed to the design of professional learning materials for early childhood teachers, including co-authoring training modules and facilitator guides.

#### **Wheelock College (October 1990–February 2002)**

##### ***Development and Communications Assistant and Associate***

Advanced fundraising and external communications goals, including writing/ghostwriting articles and reports, writing grant proposals, and developing and managing a website.

- Wrote successfully funded grant proposals submitted to Carnegie Corporation of New York, Rockefeller Brothers Fund, A.L. Mailman Family Foundation, Ewing Marion Kauffman Foundation, U.S. Department of Health & Human Services, and others. Researched prospects and worked with executive director to craft approaches to new funders.
- Served as lead writer of three reports and several articles and contributed to many other publications/products (briefs, training guides, promotional materials).

- Worked with leadership to develop, carry out, and refine strategic dissemination plan targeted to strengthen the early childhood workforce and improve care for young children.
- Supervised support staff, work-study students, and interns to ensure smooth operations, produce grant proposals and funder reports, and facilitate successful national events and trainings.

## PORTFOLIO AND SELECTED PUBLICATIONS

Please visit [www.kimacelliott.com/](http://www.kimacelliott.com/) to view my current portfolio. A brief sampler follows:

- Brooks, C., & Elliott, K. (2017). *Why Computer Science Education? A Toolkit for Parents*. Waltham, MA: Education Development Center.
- Elliott, K., Juliuson, J., Katz, N., & Parris, J. (2016). *In Support of Educators: Strategies That Work*. Waltham, MA: Education Development Center.
- Elliott, K., & Cairone, K. (2016). *Supporting the Whole Child*. Waltham, MA: Education Development Center.
- Elliott, K. (2015). *Broadening Participation: Making STEM Learning Rigorous and Relevant for All Students*. Waltham, MA: Education Development Center for National Science Foundation.
- Swanson, J., Elliott, K., & Harmon, J. (2011). *Teacher-Leader Stories: The Power of Case Methods*. Thousand Oaks, CA: Corwin.
- Skiffington, S., Washburn, S., & Elliott, K. (2011, May). Instructional Coaching: Helping Preschool Teachers Reach Their Full Potential. *Young Children*, 12-19.
- Schilder, D., Kiron, E., & Elliott, K. (2003). *Early Care and Education Partnerships: State Actions and Local Lessons*. Newton, MA: Education Development Center.
- Elliott, K. et al. (2000). *The Power of Mentoring. Taking the Lead—Investing in Early Childhood Leadership for the 21st Century*. Boston, MA: Wheelock College.
- Elliott, K. et al. (1999). *The Many Faces of Leadership. Taking the Lead—Investing in Early Childhood Leadership for the 21st Century*. Boston, MA: Wheelock College.
- Elliott, K., & Vestal, A. (1998). *Learning and Growing Together: Head Start and Child Care Professional Development Partnerships*. Boston, MA: Wheelock College.

## TECHNICAL SKILLS

PMD Pro certification from APMG International; facility with Drupal, HTML, WordPress, Google Sites, Google Analytics, and all social media platforms; experience with Qualtrics, SurveyMonkey, and other survey tools; expertise in using graphics and data viz tools such as Venngage, Piktochart, and Power BI; stellar productivity software skills (Microsoft Office Suite, Adobe Suite).

## EDUCATION

**Bachelor of Arts in English (*magna cum laude*), Social Work Minor**  
**UNIVERSITY OF NEW HAMPSHIRE ♦ Durham, NH**