

Ana Karina Van Nortwick

Communications Specialist

Contact

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About Me

Results-focused writing and communications professional with five years experience in writing, marketing and outreach, communications, and content strategy.

Education

Carnegie Mellon University (CMU)

Pittsburgh, Pa | December 2019

Master of Arts in Professional Writing

Carnegie Mellon University (CMU)

Pittsburgh, Pa | May 2018

Bachelor of Arts in Creative Writing and English | Minor in Philosophy

Relevant Experience

Communications Manager and Technical Writer - Contract

10\19\2020 - Present

The Delphi Research Group

Carnegie Mellon University's Machine Learning Department

Supervisor: Katie Mazitais, may contact at: krivard@cs.cmu.edu

Outreach and Communications Planning: Worked with the Delphi Group to create and manage communications across multiple channels. Reviewed and edited email notifications, blog posts, API documentation, One-Page summaries, static pages, digital content, and other outreach materials. These materials highlighted scientific discoveries and research conducted by the group to track and forecast the COVID-19 pandemic.

Technical and Content Writing: Hired as the only technical writer for the Delphi Group to provide new content for their rebranded website. Teamed up with the Google Fellows to offer insight on best practices for print, web, and multimedia communications and content.

Key Accomplishments

- Stylized all content to match AP style guides, allowing for a consistent and targeted content.
- Resolved structural and language for 83% of API documentation.
- Edited three blog posts, four Twitter threads, six new API indicators, and a general overhaul of their API documentation.
- Unified and created documentation for proper formats in communication pieces, including emails and signal updates.

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Communications Specialist - Internship

05\28\2019 - 08\02\2019

Digital Sector

PNC Financial Services

Supervisor: Joanna Taylor Stone, may contact at: (412) 926-7379 or jltaylor215@gmail.com

Communications Production: Generated copy and edits for team projects, app products, and client services. Expanded and reworked UX content to create consistent user experiences for various teams. Tailored multiple projects simultaneously while managing client expectations and communications. Edited materials for accuracy to communicate core messages and values of the PNC Digital brand.

Content Projects: Created content for possible social media and communications strategies for a capstone project. Wrote content and offered design experience to another capstone project and figured out how to combine the two projects to bring a unified voice between them.

Key Accomplishments

- Created and formatted a standard procedure for API Documentation, including best practices, tips and suggestions, design and content structure, and language use.
- Contributed to three projects for a new credit card app feature, including documentation, descriptions, and terms of use.
- Edited and wrote portions for the Digital Sector style guide for communications to implement it through PNC as a whole.

Content Writer and Administrative Assistant

01\09\2012 - 08\05\2016

West Location

ERA Sellers and Buyer Real Estate

Supervisor: Lyn Haston, may contact at: (915) 585-2222 or lynhaston@sellersbuyers.com

Content Creation: Authored agent biographies, print and e-flyers, presentations, emails and communications, and website home descriptions for marketing. Produced and distributed team newsletters, email updates, and other forms of communication for over 40 agents.

Admin Tasks: Delivered optimal customer service, teamwork, and project management support through fundraisers, administration tasks, and event planning. Helped plan fundraisers and awards ceremonies, which entailed invites, decor, finding venues, and food services. Answered phones and managed emails for various agents and clients.

Key Accomplishments

- Contributed to a 45% customer engagement increase by tailoring content and prioritizing professional production.
- Eased the total process for 72% of communications and created standard procedures for future employees' further implementation.

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Volunteer Experience

Communications Manager and Technical Writer - Contract

08\19\2020 - Present

re : Bloom Digital

Content and Digital Design: Generate monthly articles relevant to small business, audience engagement, and technology. Produce design ideas and plans to integrate new content and visual elements that promote the company's mission. Prepared and edited content for a flyer ad in the Pittsburgh North Regional Chamber Corridors Magazine.

Skills Overview

Writing + Content

Communications
Content (UX) Writing
Copywriting
Editing
Proofreading
Strategic Communications
Technical Writing

Marketing

Constant Contact
Customer Relations
PR Marketing
Social Media
SEO

User Research

Audience Engagement
Research Strategies
User Analysis
User Testing

Design

Document Design
Figma
Web Design
UX Design - Basic

Coding + UX Prototyping

API Documentation
HTML & CSS
Github
Invision
Python

Adobe Creative Cloud Suite

Acrobat
AfterEffects
Illustrator
InDesign
Photoshop

Management

Leadership and Agile Practices
Strategic Problem Solving
Team Management

Other

Google Suite
Microsoft Office
Windows & Mac OS

Language

English - Fluent
French - Basic
Spanish - Proficient

Achievements

Dean's List Fall 2017 + Spring 2018

Carnegie Mellon University

Greek Woman of the Year Award

Carnegie Mellon University | February 2018

All Around Greek Woman Award

El Paso AXO Alumni | May 2018

Who's Who in American Universities

University of Texas at El Paso | February 2016

Mary L. Peyton Scholarship

University of Texas at El Paso | Spring 2016