

Katie Roberts

Write On Target! Communications • 917 Kendal Lane • Hood River, OR 97031
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FOUNDER/OWNER, FREELANCE WRITING BUSINESS

Expert at the written word and business management, providing high-quality, dependable writing, editing and proofreading services to clients in North America and beyond. Proficient in helping clients craft a unique “voice” to shape and support identity, purpose, professionalism and goals. An effective partner in deadline-sensitive project management, providing writing services related to communication needs – promotions, marketing (traditional and online), events and business-leadership betterment. Excels at making bland communications “sing,” organizing and clarifying complex or overly simplified text, and highlighting the heart and soul of a story or the news. Excellent at humanizing and personalizing information, inspiring clients’ audiences to connect, respond and react with purpose. Author of many published works, as well as a regular ghostwriter, editor and proofreader.

SIGNIFICANT PROFESSIONAL ACCOMPLISHMENTS

- Launched successful freelance writing, editing and proofreading business, contracting with dozens of clients, representing a diversity of industries such as: five-star and six-star hospitality; a nationally renown press release distribution company; a veteran, national business coaching firm that’s served 15,000 organizations and 750,000 leaders; and an award-winning bridal & wedding business magazine.
 - Jumpstarted a thriving non-profit independent business alliance in one of America’s top resort communities. Raised awareness about the role of homegrown businesses in sustaining local community, economies, culture, entrepreneurs and the environment. Developed and managed most everything, from membership to marketing/advertising, events, education, grant writing/fundraising and advocacy.
 - Received Association of Business Publication Editor’s Award for a bridal-retail feature series.
 - Never missed a deadline while juggling time-sensitive assignments and projects.
 - Covered hundreds of distinct topics through assigned/contracted reporting, writing and editing.
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EXPERIENCE AND SELECTED ACHIEVEMENTS

WRITE ON TARGET! COMMUNICATIONS – HOOD RIVER, OR

2006 to Present

Self-Owned Writing, Editing, Proofreading and Communications Business

FOUNDER/OWNER

Responsible for all management and communication services. Provides writing, editing and proofreading services that assist in quality, deadline-driven communications, including magazine feature writing, website content, ghostwriting, online tutorial and coursework proofing/editing, case studies, press releases, and blogs. Helps develop clients’ lead generation and retention by supporting their brands with solid, clear and professional writing, good ideas and quick service.

Selected Achievements:

- Worked with nearly 50 clients since business inception (2006).
- Written approximately 500 press releases, representing hundreds of industries, for one client alone.
- Assigned a growing number and diversity of assignments from key clients, reflecting high work satisfaction rates.
- Website writing translates to strong page visitation, e.g., averaging visits of 5 pages per site visit.
- 100% of PR work published by media (nat’l news wires, online sources, traditional outlets, etc.).

SUMMIT INDEPENDENT BUSINESS ALLIANCE – SUMMIT COUNTY, CO

2008 to 2011

Nonprofit organization supporting independent business and sustainable community

FOUNDER/EXECUTIVE DIRECTOR

Enhanced the economic vitality of one of America’s top rural-resort regions: Summit County, CO. Developed and nurtured a network of locally owned, independent businesses. Managed these business members and the board of directors to design and collaborate on public education projects and campaigns relative to strengthening the local economy. Built co-op marketing and branding efforts, and responsible for all events, fundraising, grant writing and membership relations. Worked and reported to board members, and served as a voice for independent businesses with government and media.

Selected Achievements:

- Developed mission, wrote bylaws and completed necessary steps to establish nonprofit status.
- Created co-op marketing programs, website/newsletter/e-communication materials, recurring educational-marketing programs tied to holidays and special events in the county, entrepreneurial seminars and the annual "Sustainabiz," a sustainable aka "green" business conference.
- Facilitated partnerships with other nonprofit groups to enhance organization's purpose and impact.
- Designed co-op advertising programs for members, saving 90+ business participants \$30,000 in advertising and motivating people to shift holiday spending to local, independent retailers, preventing tax-dollar leakage and generating an estimated \$690,000 in local spending.
- Organized an average of 60 volunteers annually to help with volunteer and fundraising opportunities. Grant success rate: 80%. Membership success: 200 members in approx. two years.
- Networked at statewide and national events with affiliate organizations.

VOWS: MAGAZINE - LADERA RANCH, CA/LONGMONT, CO

2001 to 2006

The Bridal and Wedding Industry's Business Magazine

MANAGING EDITOR

Generated editorial content and managed staff of 14 writers and proofreaders for award-winning publication, "VOWS: the Bridal & Wedding Business Journal," circulation: 13,000.

Selected Achievements:

- Won Association of Business Publication Editors Award for "Best Feature Series."
- Established editorial concepts and assigned 150+ individual stories for publication annual content.
- Wrote an average of two features per issue, in addition to regular editorial sections.
- Established, implemented guidelines for proofreading; supervised freelance proofreader staff.
- Solely responsible for magazine's editorial; contributed art recommendations throughout production.
- Fostered critical relationships and sources at fashion and national trade shows.

KAPP35 - YAKIMA, WA

1999 to 2001

ABC Television News Affiliate

TELEVISION REPORTER

As a full-time reporter for ABC's Yakima affiliate, researched, shot, edited and reported a minimum of three daily assignments for TV news station (584,000 viewing population). Beats: education, health, family, arts and entertainment. Managed weekend newsroom, single-handedly covering all news, including late-breaking, crime and natural-disaster stories.

Selected Achievements:

- Responsible for weekly education feature reporting: researched, produced and anchored segment.
- Instigated and developed all reporting and communication resources and relationships with public officials, public relations specialists, private citizens and story sources.
- Generated at least three story ideas daily for possible news coverage in health and education fields.
- Met strict daily newscast deadlines and demands of breaking news coverage.

INTERNSHIPS:

KUSA 9News, NBC Affiliate, Denver, CO • "Boulder Daily Camera," Boulder, CO • "KIDSNET Media Guide," Washington D.C. • Breckenridge Resort Chamber, Breckenridge, CO

EDUCATION

M.A. Journalism and Mass Communication, University of Colorado, Boulder, CO - 1999

B.A. French, University of the South, Sewanee, TN - 1994

- Graduated with "distinction" on comprehensive major exams
- Member, Order of Gownsmen, academic honor society, 1992-94
- University of Nantes - Nantes, France, study-abroad program
- L'Etoile, French Language Institute - Paris, France, work/study-abroad program

References Available Upon Request