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PROFESSIONAL SUMMARY

Excels in high-quality, dependable writing, editing and proofreading services.

Helps clients craft a unique “voice” to shape and support identity, purpose, professionalism and goals.

Partners in deadline-sensitive project management, providing writing services related to communication needs: promotions, marketing (traditional and online), events and business-leadership betterment.

Makes bland communications “sing,” organizing and clarifying complex or overly simplified text, and highlighting the heart and soul of a story or the news.

Humanizes and personalizes information, inspiring clients’ audiences to connect and respond with purpose.

Publishes works via various platforms/channels; supports clients through ghostwriting when preferred.

SIGNIFICANT PROFESSIONAL ACCOMPLISHMENTS

- Built marketing team, helped create and launch new brand, and grew organization awareness for One Community Health, a federally qualified health center serving 12,000+ patients in the Columbia River Gorge.
- Ghostwrote/Edited “The Disciplined Leader”—10K copies; bestselling audio/digital book on Amazon; multiple language translations.
- Contracted for 10 years to provide content for Management Action Programs, a business leadership firm serving over 15,000 and companies/organizations and 170,000 people.
- Launched and managed a thriving independent business alliance in one of America’s top resort communities.
- 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 topics through assigned/contract reporting, writing, editing and proofreading.

EXPERIENCE AND SELECTED ACHIEVEMENTS

FOUNDER/OWNER, WRITE ON TARGET! COMMUNICATIONS—HOOD RIVER, OR

Self-Owned Writing, Editing, Proofreading and Communications Business

2006 to Present

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, books, press releases, social media and blogs. Helps develop clients’ lead generation and retention by supporting brands with solid, clear and professional writing, good ideas and timely service.

- Worked with nearly 75 clients since business inception (2006).
- Written approximately 500 press releases, representing hundreds of industries, for one client alone.
- Delivered a growing number and diversity of assignments for clients, reflecting high 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.).
- Developed a track record for helping transform cultures by raising awareness about internal and external success, helping organizations and leaders understand and celebrate achievement.
- Proven track record for being a results-oriented, “can-do” team member who can also effectively lead communications, marketing initiatives and public relations.

FOUNDER/EXECUTIVE DIRECTOR, SUMMIT INDEPENDENT BUSINESS ALLIANCE—SUMMIT COUNTY, CO
Nonprofit organization supporting independent business and sustainable community **2008 to 2011**

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 business members and board of directors to design and collaborate on public education 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.

- 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.

MANAGING EDITOR, VOWS: MAGAZINE—LADERA RANCH, CA/LONGMONT, CO
The Bridal and Wedding Industry's Business Magazine **2001 to 2006**

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

- 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.

TELEVISION REPORTER, KAPP35—YAKIMA, WA
ABC Television News Affiliate **1999 to 2001**

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, solely covering all regular and late-breaking stories.

- 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.

EDUCATION

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

B.A. French, University of the South, Sewanee, TN – 1994, with distinction

- 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

Internships, 1995 – 1999: KUSA 9News, NBC Affiliate, Denver, CO • "Boulder Daily Camera," Boulder, CO • "KIDSNET Media Guide," Washington D.C. • Breckenridge Resort Chamber, Breckenridge, CO