



KELSEY D. ALLEN

• CONTENT CREATOR •

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CORE COMPETENCIES

- Extensive experience with researching, reporting, editorial writing, copy writing, grant writing, copy editing, and proofreading
- Ability to create content as per the taste of the audience and to maintain brand identity across platforms
- Uncompromising work ethic and strong organizational and management skills

COMMUNITY INVOLVEMENT

WRITE AROUND PORTLAND

PORTLAND, OREGON | 2016 – PRESENT

- Facilitate high-quality, participant-centered creative writing workshops in partnership with community organizations, and write and share alongside participants through a series of freewrites and positive, strength-based feedback

TRUE NORTH OF COLUMBIA

COLUMBIA, MISSOURI | 2013 – 2015

- Provided on-site assistance, answering the crisis hotline, helping with office duties, and providing childcare for the victims of domestic and sexual violence living in the shelter
- Served as an on-call advocate when a victim of domestic and sexual violence sought help at any Columbia hospital

I am a creative content consultant who fuses a background in journalism and strategic communication with an expertise in startups and nonprofits. I have a solid background as a storyteller – pitching, reporting, writing, and editing – and an editor's meticulous eye. I'm up on the latest digital trends from email marketing to social media. I am in my element when I'm collaborating with others. And I can efficiently deliver big projects on deadline.

PROFESSIONAL EXPERIENCE

CONTENT MARKETING STRATEGIST AND COPYWRITER

ELITE BUSINESS SYSTEMS | AUGUST 2017 – PRESENT

- Create and manage editorial calendar by identifying blog topics that will attract and engage website visitors and e-book topics that will nurture and convert visitors to leads
- Write compelling and accessible blog articles and e-books as well as copy for emails, landing pages, social media, and visual elements such as infographics and slideshows
- Leverage audience insights, brand story, and data to troubleshoot and fine-tune messaging, resulting in \$8 in revenue for every \$1 our client spent

SENIOR CONTENT MANAGER

REDWOOD MEDIA GROUP | MARCH 2017 – JULY 2020

- Planned, executed, and measured engaging content campaigns to drive brand awareness and support sales initiatives for six national fine art shows
- Wrote, edited, and proofread print and digital marketing and sales pieces, including catalogs, one-sheets, email campaigns, campaign collateral, web copy, and blog posts

MANAGING EDITOR

RECOVERY CAMPUS | APRIL 2017 – FEB 2020

- Administered day-to-day operations, including generating story ideas; planning, assigning, and editing content; overseeing spending; commissioning stories and art; overseeing production schedules and editorial calendars; and supervising editorial staff and freelancers

STRATEGIC COMMUNICATIONS ASSOCIATE

UNIVERSITY OF MISSOURI | JULY 2012 – DEC 2015

- Reported, wrote, and edited award-winning news articles and feature stories to reach internal and external audiences through various publications, including the alumni magazine and news website

EDUCATION

UNIVERSITY OF MISSOURI

COLUMBIA, MISSOURI | 2006 – 2010

- Bachelor of Journalism, Bachelor of Arts in Psychology, Certificate in Multicultural Studies
- GPA: 3.834, Summa Cum Laude