

KATE M. BEALL

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QUALIFICATIONS PROFILE

Spirited, self-motivated **Writer and Editor** with a passion for prose, a portfolio of proven work, and an adaptability that has contributed to continued successes in both deadline- and project-driven work environments. Primary focus in web writing, with experience in creating:

WEB

- Blogs & RSS
- Consumer Websites
- Landing Pages
- Application & UI

PRINT

- Newspaper articles
- Brochures
- Newsletters
- Direct mail

TECH

- Legal
- Educational
- Medical
- Translation

PROFESSIONAL EXPERIENCE

LegalMatch.com, San Francisco, California, 05/2007-09/2008

Content Writer

- Developed SEO/keyword optimized copy for consumer sites receiving over 90,000 hits per day
- Maintained a fleet of blogs on various legal topics, additionally setting the record for the most clicks and conversions through those blogs
- Co-authored a nationally-distributed set of legal marketing tips (along with Marketing Manager, Michael Gutman) which saw a nearly 90% open/read rate
- Masterminded and created press releases picked up by *Daily News Los Angeles*, *The Arizona Republic*, and other publications
- Published nationally-distributed articles with *American Chronicle* and *Associated Content*
- Broke down complex legal documentation into accessible and consumer-friendly articles
- Provided critical input about future products, current strategies, and the use of written content to further company goals
- Contributed to translation and keywording of Spanish-language legal library

GuerillaPR, Fairfax, California, 10/2006-05/2007

Copywriter and Marketing Manager

- Directed targeted online outreach campaigns for key accounts
- Worked with DTC Manager and CEO to write marketing proposals for *Hewlett Packard*
- Designed content for viral marketing campaigns with budgets exceeding \$250,000
- Fostered valuable biz-dev relationships with *ELLE*, *Reuters*, and *Newsweek*
- Interviewed key developers at *Backbone Entertainment* and wrote exclusive web content for the release of *Death Jr. 2: Root of Evil*
- Implemented and standardized reporting procedures for vendor and weekly campaign reporting

FREELANCE WORK (ongoing, most recent at top)

- Worked (and still work) as a regular contributor to *GreenPixels.com*, a gaming site with over 300,000 visitors per week
- Researched and created content for several *Patient's Guide*[™] websites, including a soon-to-be-published site on facial rejuvenation
- Researched and published nationally-distributed articles on leadership, management, and institutional organization for *INQUARTA*
- Developed print brochure copy for *Etreby Computer Company*
- Taught a university-level composition course at the *University of California, Santa Cruz*
- Published several articles as a freelance writer for *Fish Rap, Live!*, a weekly satire publication based in Santa Cruz, California

EDUCATIONAL BACKGROUND

Bachelor of Arts in Literature, Concentration in Spanish Language, 2006
UNIVERSITY OF CALIFORNIA AT SANTA CRUZ, Santa Cruz, California

TECHNICAL PROFICIENCY

Platforms: Mac OSX, Windows 95/98/XP/Vista
Applications: MS Office Suite (Word, Excel, PowerPoint, Outlook), Adobe Photoshop, MS Project, Adobe Acrobat, Internet Explorer, Firefox, CMS
Languages: HTML, CSS (limited)

PROFESSIONAL REFERENCES

Furnished upon request.