

Katharine Hansen, PhD

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<http://katharinehansenphd.com/WritingPortfolio/>

CONTENT WRITER

Creating and editing strategic content.

TOP QUALIFICATIONS FOR CONTENT WRITING, EDITING, STRATEGY

- **Excellent writing skills:** Skilled in strategic message development through extensive career as writer, journalist, editor, public-relations, and marketing specialist.
- **Exceptional record of experience in writing and editing for the Web:** Journalism background and 18+ years writing for high-traffic careers Web site and more; have written, edited, curated, and maintained 6+ blogs.
- **Skilled researcher and synthesizer:** Strong record of curating and synthesizing complex research data.

CORE COMPETENCIES

Strategic Message Development • Content Marketing • Social Media • Newsletter Production
Online-Community Development • Blogging • Writing • Editing • Curating • Teaching
HTML • MS Office • Wordpress

RELEVANT PROFESSIONAL EXPERIENCE

Contributing Writer, Biospace, (<https://www.biospace.com/>), July 2019 to July 2020

- Provide career-development content, including white paper, for this life-science job board.

Ghostwriter for Blogger, Oct. 2017 to present

- Provide blog content for career coach.
- Edited blogger's revised ebook.

Associate Publisher and Creative Director, Quintessential Careers Web site, and **Editor**, QuintZine, an online newsletter for job-seekers, Kettle Falls, WA, January 2000 to Aug. 2015

- Provided career-development content for Quintessential Careers Web site (including white papers and special reports), edited QuintZine newsletter, and maintained several blogs. Site sold in 2015.

Online Faculty, *several colleges*, February 2013 to present

- Relevant classes taught include Public Relations for Nonprofits, Communications, Marketing, Social Media.

Lt. Governor Marketing, Toastmasters International, District 9 (Inland Northwest), July 2014 to June 2015

Public Relations Officer, Toastmasters International, District 9 (Inland Northwest), July 2012 to July 2014

- Marketed and generated publicity for Toastmasters district covering 800 members, parts of 3 states, and 63 clubs.
- Achieved excellent record of press placements.
- Created and edited well-received newsletter; served as Webmaster.
- Conducted PR training.

Past experience in communications, public relations, and marketing in public health, higher education, and government.

- Please see <http://katharinehansenphd.com/portfolio-item/curriculum-vitae>

EDUCATION

- **PhD in Interdisciplinary Studies**, Union Institute and University, Cincinnati, OH, 2007
- **Micromasters Certificate in Instructional Design and Technology**, edX and University of Maryland University College, Jan. 2020
- **Bachelor of Arts in Humanities** with Specialization in Communication, Stetson University, DeLand, FL, 1993