

# Katharine Hansen, PhD

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

## Writer

### TOP QUALIFICATIONS

- **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.
- **Social-media junkie:** Strong record of promoting organizations and causes through social media.

### CORE COMPETENCIES

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

### RELEVANT PROFESSIONAL EXPERIENCE

**SEO Gardening Writer**, Static Media/House Digest, July 2025 to present

- Write ~ 3 SEO articles weekly on diverse gardening topics.
- See my articles at <https://www.housedigest.com/author/katharinehansen/>

**Gardening Social Media and Article Writer**, Washington State University Stevens County Master Gardeners, April 2023 to present, <https://www.facebook.com/StevensCo.MasterGardeners>

- Write daily gardening posts, and regularly scheduled articles and presentations.

**Airbnb Listing Writer**, Kathy's Compelling Content, Nov. 2022 to present

- Write guest-centric Airbnb listings for clients.

**Contributing Writer**, Biospace, July 2019 to July 2020

- Provided career-development content, including white paper, for this life-science job board.
- See my articles at <https://www.biospace.com/katharine-hansen-phd>

**Ghostwriter for Business Blogger**, Oct. 2017 to 2020

- 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 (plus 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.
- 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, hospitality, and government.** 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