

Kathleen E. Moore
3916 Whitney Park
Duluth, GA 30096 | 413.348.8515 (cell) | 404.385.3171 (work)
kathleen@moorestories.com | <http://www.moorestories.com>

I am an award-winning writer and journalist who excels at distilling brand messages into unique feature and news stories, editorials, solicitations, and campaign copy.

Employment History

Communications Manager - School of Civil & Environmental Engineering

October 2012 - present Georgia Institute of Technology

- Oversight of all print and web collateral for CEE (<http://www.ce.gatech.edu>);
- Generated content and created website for \$12.5 million Mason Renovation campaign;
- Created website and informational collateral to market CEE's semi-annual alumni trip to San Francisco;
- Revived and doubled CEE's Facebook following;
- Established and produced a weekly newsletter for CEE faculty, staff, students, and select alumni;
- Organized and wrote the CEE Annual Report;
- Established and maintained CEE digital calendar and promotional displays;
- Established a CEE newsletter for distribution to peer institutions (*in process*);
- Revived CEE's editorial calendar, producing new briefs, research stories, profiles, and features for publication on a weekly basis;
- Photography for print and web content, as needed;
- Ghost-writing, proofing, and editing for the CEE Strategic Plan and other projects;
- Initiated special projects with CEE External Advisory Board members;
- Assisted the Chair in all public communications projects, including media.

Web Author

July 2010 – October 2012 Georgia Gwinnett College

- Pioneered (and produced) RSS news feeds for the websites of four GGC schools;
- Generated feature stories and briefs for the GGC website, news releases and other formats that illustrated the College's brand promises for targeted audiences;
- Developed expertise in two CMS programs (Joomla and Site Executive);
- Created websites for New Faculty Orientation, Student Success Programs, The Honors Program, Office of Business Administration, Institutional Effectiveness, Convocation, and ROTC;
- Edited and proofed the writing of all Public Affairs staff;
- Aggressively managed all stories to maximize their presence on Facebook and Twitter;
- Assisted the College in making its website ADA-compliant.

Publications Consultant

August 2009 – April 2010 The Boston Globe, Boston, MA

- GlobeWest correspondent

January 2008 – present Moorestories.com

- *Inside Gwinnett Magazine, July 2013 "Something about Harry and Winston" (feature story)*
- *Free Wheelin Magazine, May 2011: "Balmes' Way" (feature story)*
- *The Gendered Society (Oxford University Press) Produced artwork illustrating one of the key concepts in this sociology text book (2010 edition);*
- Feature writing for research, publication management, marketing campaigns, and fact-checking for various clients, including the MassBay Foundation, Lesley University, Perkins School for the Blind, Gatehouse Media, and Holyoke Community College;
- MassBay Community College's 2008 Annual Report, Alumni Magazine, and development projects: Led

a team of high-level administrators and external stakeholders through the development of the annual report and other publications; wrote (and ghost-wrote) most elements, fact checked and proofed all copy; produced all photography; edited collateral for space and tone; diplomatically enforced deadlines with vendors and staff.

- Lesley University: Served as an interim marcomm manager, overseeing the University's graduate and undergraduate marketing, advertising, and email appeals in 24 states;
- Perkins School for the Blind: Coordinated the production schedules and produced content for three flagship development publications, including a ghost-written letter from the President;
- Gatehouse Media: Identified, researched, and wrote news and feature articles for two of Gatehouse Media's weekly newspapers, *The Dover-Sherborn Press* and the *Allston Brighton TAB*;
- Holyoke Community College: From remote locations in Boston and Georgia, I wrote, edited and coordinated three editions of the HCC *Alumni Connection* and the 2011 and 2012 Awards programs.

Assistant Director for Marketing and Public Relations

Nov. 2005 – Jan. 2008 *Holyoke Community College, Holyoke, MA*

- **Led HCC to win 13 top awards from the National Council for Marketing and Public Relations in 2006 and 2007;**
- Digital photography, copywriting, editing, and electronic posting of bi-weekly online newsletter;
- Development and strategic coordination of all media relations; maintenance of media database and clips; coordination and evaluation of media campaigns;
- Supervision of staff associate, work-study, freelancers, and volunteers;
- Conceptualization, coordination, editing of alumni publications, student handbooks, policy guides, advertising, special event materials, and brochures;
- Development of College brand, tagline, and marketing plan.

News Reporter

Aug. 2000 – Nov. 2005 *The Republican* newspaper, Springfield, MA

- Research, development, interviewing, and writing for 2+ daily stories, on deadline;
- Creation and maintenance of news and feature sources among townspeople, educators, government officials and business people;
- Coverage of regional crime and training of police reporters.

News Editor/Reporter

June 1998- Aug. 2000 *The Chicopee Herald* and *The Chicopee Register*, Chicopee, MA

- Research, reporting, interviewing, and writing for most of the 20-30 page weekly paper;
- Fact-checking and editing of all submitted copy for grammar, tone, and style consistency;
- Digital and paper photography for all stories;
- Identification and coaching of community sources and columnists;
- Newspaper lay-out using Quark software;
- Represent the newspaper owners/publishers at various community events.

Education

1994 University of Massachusetts, Amherst

- BA in Political Advocacy

1998 Holyoke Community College, Holyoke, MA

- Certificate in Graphic Design and Production

References available upon request