

# KATIE LEWIS

## EDITOR AND WRITER

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## PROFILE

I am a detailed creative writer and editor with daily journalism experience. My B.A. in English and Creative Writing means I don't use nine words when four will do, and my marketing background has my eyes trained on maintaining brand identity and maximizing calls to action. I'm passionate about using compelling storytelling to get the right message to the right people, sans robot-speak.

## SKILLS

- Copy-writing/storytelling
- Content marketing
- Web content development
- Email marketing

## EDUCATION

**B.A. IN ENGLISH AND CREATIVE WRITING**  
SAINT LOUIS UNIVERSITY | 2004 - 2008  
MAGNA CUM LAUDE

- EDITOR-IN-CHIEF OF THE UNIVERSITY NEWS
- MEMBER OF SIGMA TAU DELTA, INTERNATIONAL ENGLISH HONOR SOCIETY, 2007-2008

## EXPERIENCE

### SELF-EMPLOYED

FREELANCE WRITER AND EDITOR | 2006 - PRESENT

- Shape, structure and edit (developmental, technical and proofreading) clients' digital copy and manuscripts
- Research and develop content for websites, apps, corporate blogs and email marketing newsletters
- Consult with writers to improve their creative and professional work and strengthen their abilities
- Clients include The Tennessean, BookPage, Nashville Scene, Close IO, Tennessee Register, Wexford Books

### EMMA, INC.

COMMUNITY ENGAGEMENT MANAGER | 2013 - 2015

- Built lasting relationships that created Emma evangelists via the Inluitive Advocate program and Emma Champions, and reported on profitability and retention impact
- Communicated our story via social, blog posts, brand emails and in-app banners for awareness and education

CUSTOMER SUPPORT SPECIALIST | 2011 - 2013

- Provided account management and technical support
- Wrote marketing, technology, customer support blog posts
- Maintained our team's internal support wiki and public resource center documentation
- Organized annual Emma 25 program, awarding 25 nonprofits with free accounts for life

### INTERNET BROADCASTING

ONLINE NEWS EDITOR | SEPT. 2008 - JUNE 2011

- Wrote and edited daily news, features, sports, politics, health, finance and weather stories
- Reformatted reporters' scripts into AP Style
- Edited videos from broadcast for online viewing
- Built and moderated WSMV-TV's social media pages for consistent brand experience
- Composed a web style and operations reference guide

## AWARDS

- **NASHVILLE POETRY IN MOTION CONTEST** - WINNER, 2013
- **TENNESSEE AP BROADCASTERS**, SECOND PLACE FOR BEST WEB SITE, 2011
- **MISSOURI COLLEGE MEDIA ASSOCIATION**, THIRD PLACE FOR PAGE ONE DESIGN, DIVISION 1, 2008; HONORABLE MENTION FOR REGULAR COLUMN, 2007
- TWO-TIME RECIPIENT OF **ALBERT MONTESI AWARD FOR POETRY**, 2006, 2008
- **AL NEUHARTH FREE SPIRIT JOURNALISM SCHOLARSHIP AND CONFERENCE PROGRAM SCHOLARSHIP**, TENNESSEE RECIPIENT, 2004