



115 11<sup>th</sup> Ave NE  
 Hutchinson, MN 55350  
 (320) 296-7248

[grmn1984@gmail.com](mailto:grmn1984@gmail.com)

<https://kpritchardportfolio.wordpress.com>

<https://linkedin.com/in/pritchardkatherine>

# Katherine L. Pritchard

Marketing Content Writer

*“Guaranteed Quality Content, Exceeding Expectations & Raising the Bar”*



## Professional Certifications

- Inbound Marketing
- SEO
- Marketing Fundamentals
- Google AdWords
- English Language & Grammar
- Blogging
- Academic Writing
- Content Marketing
- Editorial Calendar
- Social Media Management Tools

## Other Relevant Skills & Experience

- SEO & Keywords
- HTML
- Exceptional Customer Service
- Web Site Design
- CMS Sites (e.g. Wordpress)
- Digital/Internet Marketing
- Cultural Awareness
- Social Trends Strategies
- Content Marketing
- 

## Career Summary

- WriterAccess.com, Verbl.io, & Upwork.com
- West Academic Publishing
- Bedlam Theatre
- Great Lakes Higher Ed.
- CEVA Logistics
- Park Nicollet Health Services

## Professional Summary

**Marketing Content Writer** & prolific visionary, with 13+ years of content writing experience, aims to begin a career with a respectable company as a Marketing Content Writer. A virtuosic & enterprising innovator with an insatiable passion for education, learning, & knowledge, proficiently delivers exceptional service to internal & external customers. Competent in creative marketing, & able to tailor appropriately toned content to the right targeted audiences. Collaborates well with fellow team members, provides beneficial contributions, & creates original, enticing content. Centers personal & professional life on three core values: perseverance, aspiration, & authenticity, thereby successfully, & profitably able to impact the ongoing growth & success of any company.

## Professional Accomplishments

- 13+ years of professional, content writing experience
- 50% of revenue solely generated via applicant’s content writing/marketing
- 100%+ as final grade in an RMU writing & editing course
- 4 consecutive years on the RMU Dean’s List
- 16,000 names accrued – unaided – via internet research
- 2 manuscripts completed, 300+ pages each, & noted in repertoire
- 1 published eBook, editor accreditation

## Summary of Professional Credentials

### SKILLED IN CONTENT WRITING & EDITING

- Achieved level 4 writing status in < 1 month via selling my content
- Wrote promotional content to specific, targeted audiences by way of relevant, engaging, & enticing SEO copy
- Editing & proofreading skills, reflected in a published eBook, with editor accreditation
- Crafted multi-subjectable content for clients in diverse industries, via creative, original, eloquent, & error-free copy
- Identified client information to efficiently reflect their brand & image; helped them achieve their goals, & fulfill their needs by writing appropriate copy



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## Professional Affiliations & Publications

- Wilder Foundation Amherst
- Union Gospel Mission Twin Cities
- Minnesota Literacy Council
- **eBook** – Letting Go: How to Accept Change, Free Up Your Thought Patterns, & Start Living Life to the Fullest. *By Romuald Andrade. Edited by Katherine Pritchard*

## College Career/Educational Goals

### BACHELOR OF ARTS

**English – Emphasis in Professional & Technical Writing**

Robert Morris University – Pittsburg, PA

### CERTIFICATE OF COMPLETION

**Professional Career Development Program**

Union Gospel Mission Twin Cities – St. Paul, MN

### GOAL: GRADUATE SCHOOL

**Professional Writing (MPW), Creative Non-Fiction (MFA), or Marketing Focus**

## Writing Style Summary

Blogs \* Slogans \* Journalism Copy \* E-commerce \* Legal Appeals \* Articles \* Press Releases \* eBooks \* Whitepapers \* Social Content \* Tag Lines \* Feature Writing \* Banners \* Testimonials \* Curated/Web Content \* Grants \* Blurbs \* Promotional Copy \* Letters/Memos \* Advertising Copy \* Biographies

## Professional Qualifications Continued...

### SKILLED IN MARKETING

- Solely generated 50%+ revenue via individual content writing contributions, unique marketing techniques, & customer service
- Reviewed marketing metrics & consistently modified content to keep it relevant, important, educational, enticing, & engaging
- Tracked new industry updates, & trends regarding marketing tools, standards, styles, rules, ideas, etc.

### SKILLED IN RESEARCH, ORGANIZATION, & ESTABLISHING OBJECTIVES

- Assembled 16,000+ names of potential leads – unaided – to assist a campaign aimed at client/revenue growth
- Developed content outlines, designed storyboards, & formulated effective organizational methods for promotional material
- Wrote promotional content to specific, targeted audiences by way of relevant, engaging, & enticing SEO copy
- Collaborated with local business owners to promote productions & events via guerrilla marketing strategies

### Technical Skills

### -Summary-

### General Skills

Windows (Movie Maker)  
Camtasia  
Microsoft Office  
Social Media Platforms  
Image & Design  
Multimedia/Graphic Design  
Photography

Communication  
PR/Public Speaking  
Active Listening  
Collaboration  
Initiative  
Accountable  
Empathetic