



KATHRYN T. S. BASS, PH.D.

PROFILE

I work to understand your business and your customers. Then, I create language that powerfully connects with your audience and gets precisely the results you're after. If you have a message, I have the means to speak volumes and move mountains for your business.

SKILLS

Widely published, award-winning writer; articulate speaker; quick learner; agile thinker; enthusiastic collaborator; creative problem-solver; positive contributor; natural leader. Mac/PC literate: QuarkXPress, InDesign, GoLive, Publisher & Office, PhotoShop.

EDUCATION

Ph.D., Creative Writing and Literature, University of Denver, Fall, 1995
M.A., Creative Writing and Literature, University of Denver, Fall, 1992
B.A., English, magna cum laude, Lake Forest College, Spring, 1990

PROFESSIONAL EXPERIENCE

Senior Copywriter, McClain Finlon Advertising, December, 2005-March, 2007

Advertising and collateral writer for mid-sized, nationally-recognized, top-100 agency. Responsible for targeted identity work, campaign development, and execution across multiple genres: radio, speech writing, event collateral, brochures, Web content, print ads, new business, RFPs, internal and external brand standards, and direct mail. Clients included CUNA Mutual Group, Johns Manville, Junior Achievement and Qwest Communications.

Sole Proprietor, Kadroodle Consulting, March, 2002-present

Freelance marketing writer, editor, namer and designer. Poet & educational program developer. Clients include AVO Group, Dean Foods/White Wave, H & H Builders LLC, Life Lift Coaching, McClain Finlon, Maritz Inc., Monigle Associates, OurHouse, SC Johnson & Son Inc., and Saunders Construction.

Communications Coordinator, Graland Country Day School, April-December, 2002

Writer, editor and designer of weekly newsletter and quarterly magazine. Photographer. Yearbook advisor. Founding Director of Publications Advisory Committee including alumni, trustees, administration, parents and other constituencies.

Marketing Director, Institute for Nutraceutical Advancement, June, 1999-February, 2002

Marketer, promoter, graphic designer and development director for non-corporate, sponsor-supported entity providing scientific information to the nutritional supplements industry. Responsible for coupon, ad, and brochure copy and design; press releases, calls for methods and ballots; maintaining positive relationships with sponsors; updating website with general as well as scientific information; managing booth space and event planning for trade shows; and soliciting funding from major corporations (e.g. Bayer Corporation, GlaxoSmithKline) to support \$350,000+ annual budget.

REFERENCES, PUBLICATIONS, HONORS AND AWARDS & TEACHING EXPERIENCE AVAILABLE UPON REQUEST.

