

Kelly Prentice

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An engaging writer and media specialist with an eye for detail. Revitalizes content by finding a new slant and generates unique concepts for publications, advertising or websites. Proficient at conducting research, fostering media relations and working with a team to achieve results.

Experience

January 2005 to present Prentice Writing Services Easton, PA

President

- Development of business plan and customer base
- Feature writing for magazines and newspapers
- Health care and hospital writing, interviews with health care professionals
- Writing/editing newsletter content for corporations and non-profits
- Research, interviews, writing of annual report and brochure content

January 2001 to 2005 *Good Shepherd Rehabilitation Network* Allentown, PA

Public Relations Manager

- Placed more than 15 feature stories annually through press releases and pitches
- Developed PowerPoint and script for CEO presentation to City Council that resulted in positive vote to close St. John Street and create an accessible main campus
- Developed and directed design of a 12-page brochure to support a capital campaign, which raised more than \$40 million in four years
- Achieved coverage for capital campaign in *The Morning Call* and *Express-Times*
- Managed a team that worked with a New York City producer to create an award-winning (Houston International Film Festival) fund-raising and marketing video
- Wrote and directed design of the annual report

May 2000 to January 2001 *Widener University* Chester, PA

Writer/Advertising Manager

- Developed advertising copy for print, online, and radio ads
- Created a targeted advertising plan for each of the university's eight schools
- Organized advertising plans, files, and budget
- Interviewed deans and wrote content for graduate program viewbooks
- Researched/wrote text for undergraduate recruitment materials, both print and online

March-May 2000 *IR World, Ingersoll-Rand Co.* Washington, NJ

Associate Editor

- Conducted a survey of other corporate publications to help determine the content and style of the new Ingersoll-Rand magazine
- Worked with IR marketing directors and freelance writers on feature article ideas

- Met with IR advertising agency BSMG Worldwide to develop department content
- Worked with editor and artists on concepts for layout and design

1997 to March 2000 *Compressed Air Magazine* Washington, NJ
An applied technology/general interest magazine published by Ingersoll-Rand Company.
Circulation was 150,000 before its retirement in March 2000.

Associate Editor

- Wrote and edited feature articles
- Assigned articles to freelance writers and worked with them on story development
- Directed new ideas for the *Compressed Air* website: a new archive search engine, an online survey, and extra content to draw readers online
- Helped to develop and review a reader survey about editorial content
- Wrote *This & That* (current events) and *Technotes* (product) columns
- Developed captions, headlines, and table of contents

Education

May 1997 *DeSales University (Allentown College)* Center Valley, PA

- Bachelor of Arts in English/Communications, Minor in Biology
- G.P.A. 3.8/4.0 in major
- 6 credits at Lehigh University in science and technical writing

Spring 1996 *University of Wollongong* New South Wales, Australia

- Study abroad, science and technology studies

Honors & Activities

- Member, International Association of Business Communicators (IABC)
- Distinction in Media Award, DeSales University Humanities Department
- Co-author of “Redefining the Scientific Method” in *The American Biology Teacher*, Jan. 2000 issue
- Yoga instructor at Easton Yoga