

# Kelly Prentice

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An engaging writer and public relations manager with an eye for detail. Proficient at conducting research and interviews, developing annual reports, flyers, articles and online content, and working with a team to achieve results.

## *Experience*

**January 2005 to present**

***Kimball Communications***

**Easton, PA**

### **Public Relations Partner**

- Managing media relations for a diverse client base, including a resort in the Pocono Mountains that received coverage from major New York media, romance and travel blogs
- Integration of PR programs to support marketing goals and programs
- Feature writing for magazines, trade publications and websites
- Social media planning and execution, including contests for Facebook, campaigns for Twitter and videos for YouTube
- Delivering crisis communication and executive media training

**January 2001 to 2005**

***Good Shepherd Rehabilitation Network***

**Allentown, PA**

### **Public Relations Manager**

- Developed and directed design of a 12-page brochure to support a capital campaign, which raised more than \$40 million in four years
- Placed more than 15 feature stories annually through pitches and releases
- 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
- 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
- Wrote text for undergraduate recruitment materials 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

**1998 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: science and technical writing

**Spring 1996**

***University of Wollongong***

**New South Wales, Australia**

- Study abroad, science and technology studies

*Honors & Activities*

- Distinction in Media Award, DeSales University Humanities Department
- Board member, Safe Harbor Easton, Inc., managing PR and newsletters
- Member, Business Owners of the Lehigh Valley
- Currently dancing with "Easton Dance Collaborative" at Lafayette College
- Certified Yoga instructor at Easton Yoga

