

KAREN D. EISENBRAUN

www.kareneisenbraun.com

karen@kareneisenbraun.com

QUALIFICATIONS SUMMARY

- Extensive experience with publications development, copywriting and editing; knowledge of Chicago and AP styles
- Web development experience including content development, strong HTML skills, and CSS
- Extremely detail oriented; strong organizational skills and computer skills (MS Word, Excel, Access; Adobe Photoshop)

EXPERIENCE

WRITER AND WEB CONTENT MANAGER

SELF EMPLOYED

DECEMBER 2008 - PRESENT

- Perform writing, editing, social media, and content management duties for various clients. Assignments have included writing keyword-based articles for search engine optimization, managing a team of freelance writers, developing content for new Web sites, contributing regular content for Web sites, and managing social media accounts (Facebook, Twitter, etc.)

SENIOR ADMINISTRATIVE ASSISTANT/DOCUMENTATION SPECIALIST

HNTB FEDERAL SERVICES

KANSAS CITY, MISSOURI

JUNE 2009 – PRESENT

- Write, edit, and format documentation, including software user manuals, internet help files, training manuals, internal documentation, and articles for military publications.

MARKETING COMMUNICATIONS CATALOG/CONTENT SPECIALIST (PROMOTION)

PARK UNIVERSITY ENTERPRISES

OVERLAND PARK/MISSION, KANSAS

OCTOBER 2006 – APRIL 2009

- Performed monthly Web updates, keeping e-commerce site up to date with new product and seminar information. Created and uploaded new pages and images, modified and updated content, performed SEO initiatives such as keyword identification and implementation. Provided input on usability and design of new Web features and functions.
- Wrote and edited marketing copy for Web and print productions, ensuring quality and consistency of copy across all marketing channels.
- Managed production of 12 full-color, 64-page direct marketing B2B catalogs per year, working with creative vendors and internal departments to meet critical deadlines. Responsible for layout, proofreading, and creative production.

MARKETING COMMUNICATIONS SPECIALIST

PARK UNIVERSITY ENTERPRISES

OVERLAND PARK, KANSAS

FEBRUARY 2005 – OCTOBER 2006

- Managed production of various B2B marketing materials, including brochures, flyers, e-mail campaigns, and other publications.
- Wrote copy, proofread, and edited marketing copy and trainer bios as needed.

ADMINISTRATIVE COORDINATOR

RICHARD M. OAKLEY D.D.S.

MISSION, KANSAS

MARCH 2003 – FEBRUARY 2005

- Provided administrative support to medical office, including scheduling appointments, purchasing, and customer service. Interacted with persons of varying backgrounds on a daily basis and maintained overall customer satisfaction.

References available upon request

EXPERIENCE, CONTINUED

COPYWRITER/EDITOR

ALLIANCE MARKETING & PUBLISHING OLATHE, KANSAS APRIL 2001 – MARCH 2003

- Wrote, edited, and proofread copy for custom marketing brochures, flyers, and Web sites for clients in the home-building industry, including custom home builders, contractors, and interior decorators.

PRODUCTION ASSISTANT/COPYEDITOR

PREMIERE MARKETING GROUP MISSION, KANSAS DECEMBER 1999 – MARCH 2001

- Managed custom marketing brochures from imposition through blueline approval, producing approximately ten full-color brochures per month.
- Wrote and edited marketing copy; managed assignments of a team of three copywriters.

NATURAL RESOURCE MANAGEMENT EXTENSION AGENT

PEACE CORPS MALI, WEST AFRICA JANUARY 1998 – MAY 1999

- Assessed needs of community to determine natural resource management priorities and promoted sustainable development through recycling, fuel conservation, and resource management.
- Organized village association dedicated to the development of community women; guided regular meetings of association members; trained members in functional skills.
- Petitioned local businesses and obtained funding for the creation of a community garden; supervised the purchasing of supplies; and delegated gardening responsibilities to community members.

EDUCATION AND TRAINING

- Coursework in Marketing and Web Development at Park University, Parkville, Missouri
- Seminars in design, proofreading, time management, and Adobe Photoshop through Park University Enterprises

KNOX COLLEGE GALESBURG, ILLINOIS
Bachelor of Arts in English/Creative Writing and French, 1997
Mortar Board Elected Member

UNIVERSITY OF THE FRANCHE-COMPTÉ BESANÇON, FRANCE
Fall Semester 1996

PROFESSIONAL ACTIVITIES AND ACHIEVEMENTS

- Volunteer, Bridging the Gap, community recycling centers, 2004 – present
- Creative nonfiction article, “Laundry,” published in *Potpourri* literary magazine, Spring 2003
- Copy Editor/Fiction Editor, Potpourri Publications, Prairie Village, Kansas, 1999 - 2003
- Writer/Editor, *The Sikasso Sun* Peace Corps newsletter, Mali, West Africa, 4/98 – 5/99
- Proofreader, *Catch* literary magazine, Knox College, 1995 – 1997
- Writer, *The Knox Student* newspaper, Knox College, 1995 - 1997