

Kathy Lee Strickland

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Work Experience

Marketing Editor/Writer

Sopris Learning/Cambium Learning Group

Achievements: launching “Author Talk” podcast series and e-newsletter; generating ideas and copy for digital and print marketing campaigns; building relationships with clients, authors and education leaders; managing production of annual catalog (1M printed); using FatWire to manage website content

2006 to Present

Longmont, CO

Editor in Chief

25 North magazine (20K circ.), Gannett Co.

Achievements: launching an upscale regional magazine for Northern Colorado; establishing community relationships; managing in-house talent and freelance writers, artists and photographers; creating media kits and editorial calendars; developing design templates; overseeing production; exceeding revenue goals

2005 to 2006

Fort Collins, CO

Copy Editor/Page Designer

Fort Collins Coloradoan (28K-34K circ.), Gannett Co.

Achievements: establishing weekly online movie reviews and coaching writers; serving on stylebook committee; coordinating coverage for special sections; analyzing market potential for weekly publication with total market coverage; allocating and editing daily news content; designing pages in Quark XPress

2003 to 2005

Fort Collins, CO

Adjunct Instructor

Journalism and Technical Communication Dept., Colorado State University

Achievements: instructing Online Journalism and Newswriting courses; organizing guest speakers and panels of local media professionals; assisting the student chapter of the Society of Professional Journalists

2003 to 2004

Fort Collins, CO

English Teacher/Journalism Adviser

Rifle High School, Garfield School District

Achievements: teaching Junior English/American Literature; launching a monthly student newspaper (American Scholastic Press Association first-place rating) and developing an online version; advising the yearbook staff; teaching PageMaker, Photoshop and Associated Press style; managing financial budgets

2001 to 2003

Rifle, CO

News Editor

Vail Daily (14K circ.), Swift Communications

Achievements: managing a five-person copy desk; allocating and editing Associated Press and local news content; coordinating coverage for special sections and visitor guides; conceptualizing and producing Vail by Mail publication; implementing full newspaper redesign; designing daily pages in Quark XPress

2000 to 2001

Vail, CO

Editor in Chief

CraneWorks magazine (10K circ.), Group III Communications

Achievements: editing an 80-page bimonthly trade magazine; boosting circulation by 2K; attending industry events in the U.S. and Europe; exploring e-commerce potential; directing freelance talent; writing technical features; developing media kits and product/service directories; attaining first BPA audit

1998 to 2000

Independence, MO

Education

Missouri School of Journalism

University of Missouri — Columbia

B.J. (Cum Laude), Magazine Sequence

Columbia, MO

Journalism Education Association

Certified Journalism Educator

References and clips are available upon request.