

# Katherine L. Johanns

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## SUMMARY

Communications professional with more than 11 years of experience in writing, editing, publishing and marketing

## EXPERIENCE

- Supervising a team of writers, graphic designers and contract workers
- Editing a quarterly magazine, e-newsletters and other publications
- Developing departmental processes and monitoring workflow
- Developing and implementing communication strategies that reflect strategic plans as well as meet organizational standards and audience/client needs
- Developing and implementing departmental budget and printing budgets
- Creating and presenting volunteer training sessions
- Working with print vendors and the United States Postal Service
- Maintaining periodical status with the United States Postal Service
- Working with vendors to launch websites, microsites and mobile apps
- Managing organizational social media efforts
- Using content management systems and broadcast email software

## EMPLOYMENT

**Kate Johanns Writing & Editing**, Austin, Texas—Independent writer, editor and communications strategist.

- **Self-employed**, April 2014–present  
Provide writing, editing and marketing consultation services to a variety of clients, including the Texas Independent Automobile Dealers Association, the Association of Texas Professional Educators and FSG Energy.

**Helium Content Source**, Andover, Massachusetts—A custom media solution company that provides SEO-friendly newsletter and marketing content to businesses.

- **Contract Worker**, September 2011–present  
Write and edit custom newsletter, blog and marketing content for e-commerce and corporate communications clients.

**Association of Texas Professional Educators (ATPE)**, Austin, Texas—Nonprofit organization with membership of more than 100,000 Texas public school educators.

- **Communications Director**, July 2011–April 2014  
Supervised team of copy editors/writers and graphic designers. Managed production process of 48-page quarterly magazine (circulation of 115,000). Oversaw development and implementation of annual association marketing campaign and conference promotion. Developed and implemented printing budget of approximately \$500,000. Oversaw association social media strategy and mobile app content. Managed launch and ongoing content strategy for association microsite (*TeachtheVote.org*). Developed content strategy and served as internal lead for front-end/user experience work on relaunched *atpe.org*. Developed, wrote and edited print and electronic content. Created and presented training sessions. Attended quarterly Board of Directors meetings. Represented association at field events. (*Communications Manager from July 2011–December 2012; promoted to Director in December 2012*)
- **Editor**, April 2004–July 2011  
Managed production process of quarterly magazine, print and electronic newsletters for volunteer leadership, e-newsletter on legislative and legal issues, e-newsletter for university membership, social media efforts, and other projects for print and electronic media. Developed, wrote and edited marketing materials, including emails, for annual member recruitment campaign and association events. Played lead role in launch of

association mobile app. Scripted association events. Created and presented volunteer training sessions. Served as primary staff liaison for member standing committee.

- **Assistant Editor**, August 2003–April 2004  
Assisted editor in management of production process for magazine. Developed new e-newsletter on legislative issues. Managed production process for legislative and volunteer newsletters. Wrote and edited marketing materials.
- **Staff Writer**, April 2003–August 2003  
Edited volunteer newsletter. Wrote and edited other publications and marketing materials.

**Publishing Solutions Group**, Boston, Massachusetts—An educational publishing services company that provides content development, design, production, project management and more to K–16, supplemental and trade publishers.

- **Contract Worker**, January 2007–January 2008  
Correlated textbook units to state curriculum standards. Indexed textbook units. Researched and wrote nonfiction leveled vocabulary readers, providing source documents and art specs. Wrote lesson plans to accompany reading textbooks.

**Quizfest**, Englewood Cliffs, New Jersey—Bimonthly quiz magazine for 8- to 12-year-old girls.

- **Freelance Contributing Writer**, April 2005–April 2006  
Wrote quizzes that incorporated pop culture references and slang in order to reach “tween” audience.

**Remoir, Inc.**, Austin, Texas—A professional services company that specializes in writing corporate histories and success stories.

- **Writer**, September 2002–February 2004  
Ghostwrote articles and book chapters for clients, including the McCombs School of Business at The University of Texas.

#### **AWARDS AND HONORS**

- 2014 Association Media & Publishing EXCEL Silver Award, magazine feature
- 2013 Association Media & Publishing EXCEL Silver Award, magazine editorial
- 2010 Association for Women in Communications Clarion Award, magazine regular informational/nonopinion column
- 2009 Society of National Association Publications EXCEL Silver Award, convention marketing campaign category
- Recipient of 2008 Rising Star Scholarship for professional development from the Angerosa Research Foundation

#### **PROFESSIONAL AND CIVIC ASSOCIATIONS**

- Member, Women Communicators of Austin
- Member, Association Media & Publishing. Volunteer judge for Association Media & Publishing EXCEL Awards program.
- Treasurer, Daughters of the American Revolution, Austin Colony Chapter; State Vice Chairman, TXDAR Bulletin Committee, Texas Society Daughters of the American Revolution

#### **EDUCATION**

**University of Missouri–Columbia**, Bachelor of Journalism, magazine sequence