

Kenneth Duane (K.D.) Norris, Professional Resume

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GENERAL PROFESSIONAL CAREER SUMMARY ... for Content Marketing Lead Storyteller position

I am an experienced communications professional, with a varied career in print, online and social media content creation and management, as well as being an engaging writer and relentless editor. I currently work for the MLive Media Group, and for nearly four years have performed a variety of functions including entertainment, feature and sports writing, community engagement via online and social media platforms including comment reaction/interaction, as well as print product creation, curation and proofing. I have a good eye as a photographer and an expanding skill base as a videographer. I am experienced in SEO practices, and marketing focused web content creation and manipulation via various print and online engagement platforms. I can follow direction, work independently or as part of a team, and easily assume project leadership duties as required. I can multi-task, and work under tight deadlines and changing workloads.

EDUCATION

Certificate Program, Nonprofit Management, Berkshire Community College (2004)

Bachelor of Arts, Journalism (1989) Humboldt State University, Arcata, Ca.

WORK HISTORY

Online/print content writer/editor/curator at MLive's Grand Rapids Production Hub (October 2012 to present). **Entertainment writer at MLive** (March 2013 to present).

Freelance entertainment and travel writer for various publications (ongoing).

Arts & Entertainment editor and writer at Bennington Banner (Nov. 2010 to Oct. 2012) Bennington, Vt. Responsible for all aspects of A&E content and pagination, as well as news and feature writing, editing, photography, and website and social media content. Cultivated and guided freelance/volunteer writers.

Freelance copy writer/Online marketing specialist at GMITech (now Eight Oh Two Marketing)

An online marketing and website design firm. (May 2010 to Oct. 2012) Bennington, Vt.

Responsible for writing and editing advertising and marketing materials, writing online content, blogging and public/media relations ghost writing.

WORK HISTORY, continued

Interim Executive Director at WBTN 1370AM (April 2009 to May 2010) Bennington, Vt.

Responsible for all aspects of office management and station operation, staff and volunteer management, event management, fundraising including grant applications and donor cultivation/yearly fund drive, physical property maintenance, daily programming and long-term planning. Developed with governing board and took lead in implementation of long-term operational and funding plans.

Sports Information Coordinator, cross country coach and Upward Bound administrator at Southern Vermont College (2004 to December 2008) Bennington, Vt.

Responsible for all aspects of sports information/media relations including press release writing and event/volunteer management. Led development of sports-only online presence. Researched and wrote successful grants. Wrote content for college publications (general college public/media relations, student recruitment and campus safety) as requested. Mentored college and high school students.

Communications specialist at Inland Management Inc. (2002 to 2004) Williamstown, Ma.

Responsible for writing and placing press releases in national magazines and newspapers, and writing/editing advertising and marketing materials, newsletter and website content, assisting with sales event management, audio/video sales advertisement scripts, as well as ghost writing business correspondence.

Editor in Charge at North Adams Transcript newspaper (Nov. 1999 to May 2002) North Adams, Ma.

Successfully responsible for all aspects of newspaper production and editorial leadership, including copy editing and working to improve the public product. I worked extensively at community engagement during what was challenging time for the newspaper due to staff reductions and shrinking page counts.

Copy editor and A&E Editor at Easton Express-Times newspaper (1997-1999) Easton, Pa.

News, entertainment and sports writer (1989-1997) in Ventura, Calif., and Portland, Ore., regions.

PERSONAL INFORMATION

Happily married to my wife of 22 years, TJ, I am a U.S. Navy veteran and active in community service. I am physically active as a yoga practitioner, jogger, kayaker and gardener. I am a published creative writer.