

# Kathleen Fritsche

Atlanta, GA

[kathleenfritsche@gmail.com](mailto:kathleenfritsche@gmail.com)

214.477.8941

## PROFESSIONAL SUMMARY

Highly experienced Communications Expert with more than 15+ years in writing, editing and designing internal and external marketing and advertising content for corporations and nonprofits. Proficient in creating and developing national and global communications in a variety of print and digital formats. Skilled in Journalism, Corporate Communications, Web Content, Newspapers, AP Stylebook, and Magazine Articles. Authorized to work in the US for any employer

## Work Experience

---

### Marketing Specialist

Republic Ranches - San Antonio, TX

January 2017 to July 2017

Experienced Marketing Specialist with a demonstrated history of working in the real estate industry. Manage and coordinate marketing and advertising across all channels and platforms. Write, edit, traffic and post print and digital advertising, E-blasts and social media using Wordpress, Dropbox and Box. Concept, edit and approve advertising published in TEXAS MONTHLY, TEXAS LAND, LAND and LAND REPORT magazines.

### Digital Copy Editor/ News Trafficker

Lee Enterprises, Independent Record - Helena, MT

May 2016 to August 2016

Wrote and edited headlines, captions and content for the INDEPENDENT RECORD and helenair.com. Managed, trafficked, proofread and approved files and multimedia using Blox CMS and Real Page Manager for publication in the newspaper and on helenair.com. Worked with news and design teams to approve content.

### Web Editor

Dalworth Restoration - Euless, TX

March 2014 to December 2015

Content Specialist for Dalworth Restoration and Dalworth, a leader in Water and Fire Damage Restoration and residential carpet and floor cleaning services. Wrote, edited and proofread content, marketing copy, blogs, emails and video scripts for DalworthRestoration.com, Dalworth.com, DalworthRugCleaning.com and CentralStationMarketing.com, Dalworth's in-house marketing firm. Published, managed and wrote content using HTML, CMS and WYSIWYG editor. Proofread and managed content for approvals with subject matter experts.

### Copy Editor/ Copywriter

Creative Circle and Insight Global - Dallas-Fort Worth, TX

May 2012 to July 2015

Wrote, edited and proofread content for websites, magazines, newsletters and press releases for clients. Also served as a contract Technical Editor for Dyncorp International (through Insight Global) from December 2013 to May 2014. Edited, reviewed and proofread technical sections of Request for Proposals (RFPs). Wrote Technical Editor Pocket Style Guide.

## **Editor**

Stillwater Ministries International - Fort Worth, TX

March 2013 to October 2014

Editor of BLESSINGS OF THE HOLY SPIRIT and BLESSINGS OF THE CHRISTIAN LIFE distributed on Amazon.com. Helped develop marketing plan and launch Facebook company page and website, stillwaterministriesintl.org. Wrote and edited web content. Prepared, edited and formatted manuscripts and digital files for publication.

## **Communications Specialist**

Interstate Batteries - Dallas, TX

June 2010 to March 2011

Wrote, edited and proofread corporate communications for battery replacement leader. Worked with SharePoint to assign, track and manage marketing projects and advertising collateral for communications, marketing, international and recycling departments. Managing editor of CURRENT magazine for InterstateDealers.com. Wrote and edited content for InterstateBatteries.com, InterstateDealers.com and internal employee websites using Interstate Batteries brand standards and AP Style. Worked with writers, designers and web team to approve quality of content and visuals.

## **Associate Editor**

ADP Total Source/ Cowboys & Indians Magazine - Dallas, TX

April 2002 to June 2009

Edited the award-winning, national consumer lifestyle magazine, COWBOYS & INDIANS. Responsible for architecture, real estate, lifestyle and travel sections. Wrote features, captions, articles and copy for magazine and CowboysIndians.com. Managed and oversaw writers, photographers and graphic designers. Approved copy and design using AP Style and magazine style guides. Associate Editor of WESTERN & ENGLISH TODAY, a manufacturer to retailer (B2B) magazine.

## **Copywriter/ Editor**

Children's Medical Center - Dallas, TX

March 2001 to March 2002

Wrote, edited and proofread headlines, articles, captions and content for patient, physicians' and employee magazines, newsletters, brochures, emails and websites for nonprofit pediatric hospital. Served as Editor of YOUR CHILD'S HEALTH external pediatrician newsletter and the DAILY BRIEFING for Childrens.com.

## **Managing Editor**

Dockery House Publishing, Inc - Dallas, TX

August 1997 to March 2001

Edited and wrote content for custom marketing magazines and books. As Managing Editor, launched SALLY - the retail magazine for Sally Beauty Company. Contributing writer for LIFESTYLE magazine for Ahold USA.

## **Education**

---

### **Bachelors of Science in Broadcast Journalism**

University of North Texas

August 1996

## Additional Information

---

### TECHNICAL SKILLS

Mac and PC Platforms

CMS and HTML, SEO Content

MS Office: Word, Excel, Access, PowerPoint, SharePoint; and Adobe Creative Suite