

NANCY K MCKEITHEN

245 Timber Lane, Harpers Ferry, WV 25425

DAY: 304.876.1218 • EVENING: 304.876.1217 • CELL: 304.279.0228

mckeithen@citlink.net • themckeithengroup.com

SUMMARY

Writer, editor, and print/online designer with experience in government, high-technology, telecommunications, utility, retail, aviation, commercial magazine, association, business, and academic work environments. Deadline- and detail-oriented with a strong work ethic. Can take ideas from conception to completion in a manner compatible with budget and marketing goals.

EDUCATION

The Johns Hopkins University, Graduate School, Rockville, MD
• 17 Semester Hours • Major: Marketing

Shepherd College (now Shepherd University), Shepherdstown, WV 25443 • Regents Bachelor of Arts Degree—5/1989 • Major: Liberal Arts, emphasis in Graphic Design and English

Bowling Green State University, Bowling Green, OH • 40-1/3 Semester Hours • Major: Creative Writing, Minor: English

Wauseon High School, Wauseon, OH 43567 • 40-1/3 Semester Hours • Major: College Prep
• Graduated 1968

Citizenship: U.S.

EXPERIENCE

The McKeithen Group • 12/1997 to Present • Principal • 245 Timber Lane, Harpers Ferry, WV 25425 • 40+ hours per week

Since 1997, The McKeithen Group has provided marketing communications services to businesses. These services include:

- **Consultation on Writing and Design Projects**—Evaluate and distill information/resource/collateral package provided by clients.
- **Writing, Editing, and Proofreading**—Website copy, brochures, ads, direct mail materials, press releases, technical documents, proposals, books, newsletters, and user guides.
- **Graphic Design and Layout, and Website Design**—Books, brochures, ads, direct mail materials, press releases, technical documents, proposals, books, newsletters, user guides, websites, and blogs.

Selected Clients & Projects:

- **Arts & Humanities Alliance (AHA!) of Jefferson County**, WV, P.O. Box 2051, Shepherdstown, WV 25443 (10/2010 to Present)—Handle general administration, website design and maintenance, writing and editing, and graphic design for non-profit arts organization; support communications, membership, and fundraising. Projects include preparation of application to WV Department of Culture and History for Certified Arts Community (CAC) designation, which was awarded in November 2010; facilitation of two grants awarded; selection of “Teaching Arts Creatively” (TAC) program awardees (27 county educators); strategic planning to implement the CAC designation; and monthly e-newsletter, *The AHA! Voice Online*.
- **The Guild of Professional Tour Guides of Washington, D.C.**, www.washingtondctourguides.com (12/2004 to Present)—Design (includes selecting and purchasing images), edit, and lay out monthly 8- to 12-page B&W print newsletter, *The Capital Guide* (62 issues to date), as well as color PDF for Guild website. Serve as lead for content quality control, working with a staff of proofreaders.
- **FPO Magazine**, 8435 Georgia Avenue, Third Floor, Silver Spring, MD 20910 (2/2007–11/2008)—Wrote feature articles (phone interviews and research), department copy, table of contents blurbs, and direct mail materials for this start-up quarterly publication for magazine professionals. Ensured adherence to FPO editorial standards, with keen attention to readability of fonts and appropriateness of design; edited; proofread all content at every critical stage; developed image maps; co-managed production schedule; hired and worked with freelance writers and illustrators; managed the website content; and developed a direct mail database. Established and managed level of effort required from contributors. Collaborated with editor and designers daily, as well as in weekly staff meetings on content and conceptual layouts.

JOB-RELATED TRAINING

In-house courses at Cable & Wireless (1996–1997):

Effective Listening Skills, Effective Presentation Skills, Sales Training, Effective Writing.

Total Training and Lynda.com online computer software courses—continuing education

SKILLS

Accomplished public speaker:

Outreach presentations to artists on marketing, and managing the practical aspects of their careers.

Teaching: Principal instructor for CraftWorks' (www.craftworksatcoolspring.org) Advancing Artists Academy, working with artists to effectively promote their work.

Writing

Editing

Proofreading

Print Design

Website Design

Style Guides:

AP

GPO

Computer—Proficient on both Macintosh and PC platforms.

Software Program Skills:

Microsoft Office—

Word

Excel

PowerPoint

InDesign

Photoshop

Illustrator

Dreamweaver

Adobe Acrobat

PageMaker

- **The Center For Systems Management (CSM)**, 1951 Kidwell Drive, Suite 750, Vienna, VA 22182 (12/2005–2007)—Developed new business identity package, including logo, letterhead, business cards, corporate brochure, and website home page. Designed and produced e-newsletter, and wrote press releases.
- **International Map Trade Association (IMTA)**, 23052 - H Alicia Parkway #602, Mission Viejo, CA 92692 (11/2001–6/2005)—Editing, design, page layout and production of the *MapReport*, the monthly 12- to 20-page two-color print newsletter of this international cartography association. Also attended the yearly Americas Conference, produced two conference directories and conference advertising, and an Association Directory (2004). Much of my work with the organization involved communication with mapping companies and cartographers.
- **Conectiv Communications, Inc.**, Newark, DE (12/1997–2/2001), Client Contact: Jody Watts, 781.631.2330—Consultant. Developed telecommunications sales, training, and marketing materials, including content and design; managed advertising/public relations with design agency; managed website development and wrote all website copy. Worked with a project team (design firm, and representatives from Marketing and Sales) to develop thematic content and subject-matter hierarchy for 12-page business communications brochure, partner program brochure, sales leave-behind, and DSL services trifold brochure. Also produced 20+ product sell sheets (grid-based design), Rolodex card, articles for placement in regional business publications, and ads. (See case study on page 4 of this résumé.)

I.M. Systems Group, Inc. (IMSG) • 3206 Tower Oaks Boulevard, Suite 300, Rockville, MD 20852 • 11/2008–9/2009 • Contract Communications

Worked on site at the National Oceanic and Atmospheric Administration as a Communications Specialist, providing editorial and design services to 15+ department staff.

- Wrote, edited, and proofread strategic planning materials, business and communications plans, white papers, and miscellaneous documents; designed e-newsletters, posters, brochures, fact sheets, reports, and manuals; did the layout and design of technical papers and contract reports; and created / redesigned web pages for an existing site.
- Maintained digital and print project files, graphics, and photographs, and updated electronic brochure, fact sheet, and other document files.
- Participated in strategic planning sessions on and off site.

Cable & Wireless, Inc. (CWI) • 8219 Leesburg Pike, Vienna, VA 22182 • 6/1997–12/1997 • Marketing Manager, Association Partner Program

Managed the Cable & Wireless Association Partner Program, a relationship marketing program with annual revenue of over \$45 million.

- Brought in new association accounts and grew existing accounts.
- Wrote, designed, and delivered national Association Program sales training at sales offices (the company had 40+ around the country) and at regional and national sales conferences, and created channel marketing materials.

EDITORIAL AREAS OF SELECTED CLIENTS

Mapping & Cartography

Travel Journals

Magazine Design

Tour Guiding

U.S. Army Museum (NMUSA)

Military History

Watershed Protection

Dog Breeding & Training

AFFILIATIONS

AHA! (Arts & Humanities Alliance of Jefferson County, WV)

Berkeley Arts Council (previous Board Member)

Eastern Panhandle Photography Project (EP³)

Jefferson County Writer's Group

Jefferson County Photography Club

WV Writers, Inc.

REFERENCES

Jeri Abernathy

Cable & Wireless Customer Care
703.819.6100, jeriaber@aol.com

Ellen Gold

(Ex)President, Tour Guide Association
301.770.7227, EllenGold4@aol.com

Larry Caruso

Sales, Conectiv Communications
207.671.3470, foneguy@maine.rr.com

*Writing and design samples available at
themckeithengroup.com.*

Cable & Wireless, Inc. (CWI) • 8219 Leesburg Pike, Vienna, VA 22182 • 8/1996–5/1997 • Marketing Communications Manager

Wrote advertisements, newsletter articles, bill inserts, and direct mail packages for the Cable & Wireless Marketing department, often working on short turnaround times and delivering copy on time or early.

- Managed the marketing communications side of the “Customer First” retention program, and *Inside Line*, a quarterly customer newsletter with a 90K+ distribution.
- Wrote, and managed the design and production of a direct mail calling card offer resulting in a response rate of 6 percent, the highest in CWI history.

Communications Satellite Corporation (COMSAT) • 22300 COMSAT Drive, Clarksburg, MD 20871 • 1/1990–8/1996 • Editor

Worked with scientists throughout the six divisions of COMSAT Laboratories, and COMSAT Video Services, writing and editing technical copy and doing page layout of conference papers, contract reports, and annual reports.

- Rewrote/edited/proofread text for proposals, manuals, conference papers, contract reports, newsletters, and external publications.
- Wrote, designed, and managed the printing of *Sideband*, the biweekly 4-page newsletter of COMSAT Laboratories.
- Wrote ad copy, and designed logos, newsletters, brochures, and posters.
- Managed production of 1991, 1992, and 1993 editions of the award-winning *COMSAT Laboratories Annual Review*. Designed pages for 1991–1995 editions.

Empire Press • 19300 Promenade Drive, Leesburg, VA 20176-6500

• 11/1987–5/1989 • Copy Assistant • 10–15 hours per week

Did freelance proofreading for this magazine publisher of multiple historical titles during my (full-time) return to college.

- Copy-edited and proofread 7 bimonthly 4-color historical magazines.
- Logged in and did first edit on articles submitted.
- Checked bluelines; hired, trained, and scheduled freelance proofreaders.

Aircraft Owners & Pilots Association (AOPA) • 421 Aviation Way, Frederick, MD 21701 • 6/1986–6/1987 • Editorial Assistant

Responsible for editorial quality control at *AOPA Pilot*, an association monthly with 300,000+ distribution.

- Copy-edited and proofread all material for *AOPA Pilot*, a monthly 4-color 112-page association magazine; selected material for 3 monthly columns; handled monthly issue closing at typesetter.
- Worked with art department in laying out articles and fitting copy to layouts.
- Maintained manuscript files, performed research and fact-checking, and wrote for the magazine.

CLIENT TESTIMONIALS

"Before Nancy came along, I always thought the printed materials we handed out were a courtesy and really never helped or hurt making sales. She proved they could have a real impact. Nancy did two things for us that were game changers: She got our Sales and Marketing teams talking to each other, which jump-started the launch of our new division, AND through her capacity to listen to diverse voices and bring clarity to both the concept and the design of our printed materials, she turned our audience into a fan base. The word I think of when I think of Nancy is: CATALYST."

*Larry Caruso
Regional Sales Manager
Conectiv Communications (2000)*

"The print and web design services provided by Nancy McKeithen have had a dramatic effect on my business. Within three months, I saw a threefold increase in client inquiries and before the first year was over, I had built up a solid client base almost five times the size of what it was before. Based on the feedback I received, I had Nancy redo all my printed materials and advertisements as well."

*Debby Kay
Chilbrook Labradors
www.chilbrook.com*

A CASE STUDY: CONECTIV COMMUNICATIONS, FROM START-UP TO SALE

My Position: Marketing Communications Consultant, 1997–2001

Background: In November 1997, Conectiv Communications, Inc. (CCI) launched its public network telecommunications services. Its parent company, Conectiv (a utility), was one of the early entries in the converging utility–telecommunications market.

Conectiv was well positioned to tap its existing fiber-optic network to provide business and residential phone services. Known for providing electric service to the Delmarva Peninsula, and gas to the Wilmington, DE, area, Conectiv was not well known in the telecom realm.

CCI's initial marketing materials had been created by an agency that worked for the utility side of the house. The materials employed the "utility" look and feel, which did little to promote the new company and new services.

Need: CCI realized it needed a new business identity that would promote it as the only facilities-based alternative for business and residential local and long distance telephone service. The solution had to appeal to the management of the traditionally conservative utility yet have a contemporary appearance that would also appeal to early adopters.

The solution also required input of the Sales team. If they liked the solution, they would use the materials created. At that time, Sales and Marketing had little internal communication with—or accountability to—each other. I had the advantage of working with both teams, and as such, my first priority was to bring the two teams together and get them "talking." This start-up meeting gave us all the opportunity to assess collateral needs and budget parameters, define a schedule for production and delivery, and share any concerns. And it gave me the opportunity to learn firsthand how Sales would use the marketing materials in their customer presentations—information I later delivered as part of a copy brief to the design agency.

Solution: After the joint meeting with Sales and Marketing, I selected a Wilmington-area design agency that specialized in the life sciences industry—an agency that had never designed a campaign for a telecom company—to create the new business identity. Initially, the package comprised a pocket folder, 12-page product/service brochure, templates for customizing sell sheets in house, and Rolodex® card. We later added a calling card, partner program and DSL brochures, sales leave-behinds, print and outdoor advertising, and a website.

Results: As I had hoped, the design firm took the road not traveled and deviated from the standard approach. Full-page people shots replaced typical product photos in the brochure, and an icon was designed for each service. We chose a Möbius strip to symbolize the continuous innovation and infinite solutions offered by CCI, and commissioned photography of the strip, used throughout the marketing collateral.

The designs received the unanimous approval of management, and my contract was extended several times—until the company was sold to Cavalier Communications in mid-2001.