

KATHRYN S. TAYLOR

310.993.2679 (cell)

ktaylorconnection@gmail.com

Portfolio: <https://writer-4-hire.com/>

QUALIFICATIONS

Excellent written and oral communication skills.
Exceptional project-management capabilities.
Superb strategic planning ability.
Thorough knowledge of Microsoft Office Word, Excel, Access and Outlook.
Certificates in Google Analytics for Beginners and Advanced Google Analytics.
Strong organizational skills and ability to prioritize.

EXPERIENCE

UCLA HEALTH

2022 to Present

Assistant Director of Stewardship, Health Sciences Development
Los Angeles, California

Manage stewardship reporting for a highly matrixed organization with hundreds of donors.

- Won a STAR Award for exceptional work.
- Write and project-manage complex stewardship reports and donor materials for principal and major gift donors, ensuring that even very technical material is easy and enjoyable to read for the layperson.
- Edit and proofread materials.
- Collaborate with leadership, faculty, Directors of Development and donor relations colleagues on materials as appropriate.
- Research why donors invest in particular areas so that I can tailor reports to their interests and ensure they remain engaged.
- Stay current on relevant UCLA Health Sciences news, breakthroughs and patient stories to develop stewardship content.
- Involved in reporting strategy sessions with faculty and development colleagues.
- Interview senior leadership, faculty and other subject matter experts to gather information for narrative reports, often about highly technical subjects.
- Participated in Inclusive Leadership Workshop Series.
- Developed a 43-slide Women in Surgery PowerPoint presentation. The Chair of the Surgery Department requested to use the presentation in a second location.
- Create schedules for various projects to minimize excessive overlap and ensure timely delivery.
- Ghostwrite letters for UCLA Health leadership.
- Lead kickoff meetings to gather and organize key constituents for various reports.

CAPITAL GROUP PRIVATE CLIENT SERVICES

2021 to 2022

Senior Editorial Specialist, Contractor
Los Angeles, California

Worked within a fast-paced internal marketing department for a financial and investment company serving high-net-worth individuals and their families, endowments and foundations.

- Wrote and edited various documents for internal and external clients, including quarterly magazine articles, invitations, social media posts, scripts, PowerPoint presentations and marketing materials.
- Managed multiple assignments simultaneously amid shifting priorities.
- Liaised between legal team and internal clients to shepherd documents to completion.
- Ensured that project deliverables and deadlines were on track.
- Coordinated video and print project covering more than 40 associates to ensure that materials met high quality standards and were posted appropriately.
- Ran standup meetings.
- Managed outside vendors and served as liaison between them and internal staff.

VARIOUS CLIENTS

2008 to 2021

American Association for Medical Assistants, book publishers, magazine publishers, Craft and Folk Art Museum (CAFAM; now Craft Contemporary), fine art photographer, non-profit Coat Angels and LayoverGuide.com.

Los Angeles, California

Freelance Editor and Writer, Volunteer

- Wrote new, and edited existing, website content.
- Edited and wrote marketing and public relations materials.
- Edited books, including novels and a biography.
- Edited other writers' projects and ensured they were turned in on or before deadline.
- Researched and wrote magazine articles, both print and online.
- Researched, wrote and edited didactic wall copy about art objects for CAFAM's Folk Art Everywhere project.
- Wrote e-blasts, newsletters, collateral and fundraising materials.
- Wrote press releases and created press list.

COPYDESK, INC.

1995 to 2014

Los Angeles, California and Chicago, Illinois

President and CEO

Launched and operated innovative creative services agency. CopyDesk provided clients with access to approximately 800 superior writers, editors and proofreaders experienced in marketing, corporate communications, advertising, public relations, journalism and more.

- Researched, wrote and updated market analysis and business plan, which won funding.
- Supervised and mentored staff and freelancers.
- Managed projects, ensuring work matched clients' guidelines and met deadlines.
- Developed and implemented marketing plan.
- Wrote and edited marketing pieces for CopyDesk, as well as worked with designers and printers.
- Wrote, edited and proofread client pieces, including brochures, ads, annual reports, articles (both online and print), white papers and press releases.
- Wrote and gave presentations.

AMERICAN HOSPITAL PUBLISHING, INC.

1993 to 1995

A for-profit division of the American Hospital Association

Chicago, Illinois

Staff Editor

Researched and wrote articles for *Hospitals & Health Networks (H&HN)*, the company's flagship publication, targeted toward health care executives.

- Covered patient-care technology, consumer issues, architecture, pharmacoeconomics and hospital/supplier relationships.
- Edited and project-managed annual *Buyers' Guide*, a compendium of hospital supply companies.

EDUCATION

The University of Chicago, Chicago, Illinois

M.A. pending in Social Sciences, with a specialization in Psychology. Coursework completed.

West Virginia Wesleyan College, Buckhannon, West Virginia

B.A., Majors in English and Psychology; Minor in Applied Music, Piano.