

## NANCY MCKEITHEN

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### SUMMARY

A writer, editor, and graphic/web designer with experience in government, high-technology, telecommunications, utility, commercial magazine, association, academic, and 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 | Bachelor's 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

### JOB-RELATED TRAINING

**In-house courses at Cable & Wireless (1996-1997)**: Effective Listening Skills, Effective Presentation Skills, Sales Training, Effective Writing, and Toastmasters.

**Total Training** online courses—continuing education

*References available on request.*

*Please see [www.nancymckeithen.com](http://www.nancymckeithen.com) for writing and design samples.*

### EXPERIENCE

**McKeithen & Associates | 12/1997 to Present | Owner | Harpers Ferry, WV**

- **FREELANCE WRITING, EDITING, AND PROOFREADING**—website copy, brochures, ads, direct mail materials, press releases, technical documents, proposals, books, and user guides.
- **FREELANCE GRAPHIC DESIGN AND WEBSITE DESIGN** (using Dreamweaver).
- **CONSULTING ASSOCIATE EDITOR FOR FPO MAGAZINE, SILVER SPRING, MD (2/2007-11/2008)**. For this start-up quarterly publication for magazine professionals, I wrote feature articles, department copy, table of contents blurbs, and direct mail materials; edited and proofread all content; managed production schedule; hired and worked with freelance writers; and managed the website content.
- **FULL-TIME CONSULTANT TO CONECTIV COMMUNICATIONS, INC., NEWARK, DE (12/1997-2/2001)**—For business lines, developed telecommunications sales, training, and marketing materials; managed advertising and public relations with design agency.

**IMSG, Inc. | 11/2008 to 9/2009 | Contract | Rockville, MD | Manager: Bryan Oles**

- Performed writing, editing, proofreading (using GPO) and print/web design at the National Oceanic and Atmospheric Administration (NOAA).
- Responding to requests from department staff, I wrote, edited, and proofread strategic planning materials, business and communications plans, white papers, and miscellaneous documents; designed e-newsletters, posters, brochures, fact sheets, and manuals; did the layout and design of technical papers; and created/redesigned web pages for an existing site.

**Cable & Wireless, Inc. | 6/1997 to 12/1997 | Marketing Manager, Association Partner Program | Vienna, VA | Manager: Jody Watts**

- Managed national 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 around the country and at regional and national sales conferences, and created channel marketing materials.

**8/1996-5/1997 | Marketing Manager**

- Wrote brochures, data sheets, direct mail, ads, customer letters, bill inserts, and newsletter copy.
- Managed the marketing communications side of the “Customer First” retention program, and *Inside Lime*, 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 take rate of 6 percent, the highest in Cable & Wireless history.

## SKILLS

Writing                      Print Design  
Editing                      Website Design  
Proofreading: GPO/AP/Chicago

Computer—Proficient on both  
Macintosh and PC platforms:

InDesign                  PageMaker  
Photoshop                Illustrator  
Dreamweaver              Adobe Acrobat  
Microsoft Word          Excel  
PowerPoint

## AFFILIATIONS

Aha! (Arts & Humanities Alliance of  
Jefferson County, WV)  
Berkeley Arts Council (Board Member)  
Jefferson County Writer's Group  
Jefferson County Photography Club  
WV Writers, Inc.

### Communications Satellite Corporation (COMSAT) | 1/1990–8/1996 | Editor

Clarksburg, MD | Manager: Barbara Wassell

- 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 *COMSAT Laboratories Annual Review*. Designed the pages for 1991–1995 editions.

### Empire Press | 11/1987–5/1989 | Copy Assistant | Leesburg, VA | Manager:

Jon Guttman

- Copy-edited and proofread seven bimonthly 4-color historical magazines.
- Checked bluesines; hired, trained, and scheduled freelance proofreaders.

### Aircraft Owners & Pilots Association (AOPA) | 6/1986–6/1987 | Editorial Assistant

Frederick, MD | Manager: Seth Golbey

- Copy-edited and proofread all material for *AOPA Pilot*, a monthly 4-color association magazine; selected material for three 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 wrote for the magazine.

## 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–telecom market.

Conectiv was well positioned to tap its existing fiber-optic network to provide business and residential phone service. 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.

*Assignment:* 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 or accountability to each other. I had the advantage of working with both teams.

*Solution:* After hosting a joint meeting with Sales and Marketing, I selected a Wilmington-area design agency that specializes 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-behind, print and outdoor advertising, and 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.