Kathleen Smith

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Content Creation & Management | *Copywriting/Copy Editing* | *Search Engine Optimization* | *Project Management* | *Social Media Communications* | *Intercultural Communications* | *Publication & Press Release Development* | *Public Relations* | *Crisis Communication* | *Style Compliance & Quality Assurance* | *Media Relations*

Strategic and Detail-Oriented Agriculture Communications Professional

Extensive experience delivering high-touch communications and public relations. Proficient at developing communication plans and related strategies including news stories, social media communications and marketing materials. Expert at crafting compelling award-winning short- and long-form narratives, managing brand messaging, and optimizing digital and print communication to enhance organizational visibility. Skilled at translating complex ideas into understandable concepts, and writing and editing for newspapers, newsletters, promotional material, and digital content for diverse audiences. Successfully manage multiple projects with concurrent and tight deadlines.

Education

Texas A&M University | December 1998
Bachelor of Science in agricultural journalism - minor in public relations

Key Qualifications & Skills

- ✓ Detailed, research-based writing and editing
- ✓ Editorial and publication planning and process specialist
- ✓ Cross-team collaboration
- ✓ Internal & external communications, print and digital
- ✓ Marketing communications
- ✓ Creative and innovative

Career Summary

Career Sabbatical | Various countries, cities and states **Jan. 2013–present AND Jan. 2006–May 2010**

- Combining family priorities and personal growth, with residences spanning three continents and including Libreville, Gabon, Riga, Latvia, and Reykjavik, Iceland, as well as Texas, Virginia, and California.
- Domestic and international volunteer roles grant valuable expertise in vital crisis communications, in addition to reinforcing diplomacy skills and growth and understanding of cultural awareness – while keeping professional skills relevant and honed.
- Poised for a dynamic re-entry into the professional workforce.

Director of International Educational Excursions | International Department Landakotsskoli, Reykjavik, Iceland **Aug. 2017–May 2018**

- Utilizing various marketing strategies for publicity boosted awareness and interest among a diverse international community with numerous diplomatic connections.
- Coordinating and supervising an educational trip from Iceland to Orlando, FL for 40 people; arranging and supervising essential tour components while achieving substantial savings.
- Delivering an end-to-end service, ensuring safety, satisfaction and a seamless experience for all.
- Streamlining travel and safety measures and ensuring regulatory compliance for travel with minors.
- Securing $78,000 in savings for 30 student participants through strategic negotiation, fundraising and budget optimization.

Strategic Philanthropy Chair | International Department Landakotsskoli, Reykjavik, Iceland **Sept. 2016–Oct. 2017**

- Establishing a landmark school event and aligning with local community to present and retain an unaccustomed holiday, ultimately leading to alternative fundraising activities and additional community connections.
- Fostering community enthusiasm through strategic marketing and branding.
- Building and maintaining unique vendor-community relationships, particularly with American-based businesses, and streamlining volunteer coordination, ultimately doubling fundraising revenue.
- Successfully managing relationships with international stakeholders.

Communications Chair | Cub Scout Pack 1139, Vienna, VA **July 2015–June 2016**

- Designing and distributing monthly newsletters, enhancing pack communication and engagement.
- Promoting pack events, activities and achievements via digital platforms, increasing community awareness.
- Designing eye-catching and memorable event programs and award certificates, leading to increased participation and enthusiasm among scouts and parents as well as a 10 percent increase in membership enrollment.

Communications Co-Chair | Oakton Elementary School PTA Board, Oakton, VA **Aug. 2014–June 2016**

- Managing weekly newsletter production, promoting and managing events, and demonstrating exceptional project management skills, leading to more than $6000 in net fundraising earnings.

Assistant Editor | *Texas Medical Center News*, Houston, TX **Sept. 2011–Dec. 2012 AND June 2000–Jan. 2006**

- Managing content strategy for the official publication linking close to 60 nonprofit patient care, academic, research and support institutions to 50,000 readers.
- Writing and editing original feature-length and short-form articles for print and digital publication under tight deadlines.
- Responding to time-sensitive editorial requests with accuracy, professionalism, and consistent service quality.
- Drafting and managing production schedules as well as managing multiple projects with concurrent deadlines.
- Collaborating on revamping of print and digital platforms for improved user experience and SEO.
- Cooperating with institutional media relations specialists and PR teams to ensure accurate coverage on topics covering oncology, cardiology, physical medicine and rehabilitation, nursing and dentistry, among others.
- Ghostwriting for C-suite executives.
- Ensuring timely publication through biweekly e-blasts.
- Managing ad content and vendors.

Newsletter Editor/Office Assistant | U.S. Department of State, U.S. Embassy in Latvia, Riga, Latvia **June 2010–June 2011**

- Crafting biweekly newsletters to reinforce connections between American diplomats, military, local businesses, and expatriates.
- Pitching, designing, and executing community events, thereby enhancing and strengthening diplomatic relationships.

Marketing Communications Manager | Compaq Computer Corporation, Houston, TX **Feb. 1999–April 2000**

- Producing B2B and B2C collateral, ensuring brand consistency and expanding market outreach.
- Managing job traffic across multiple campaigns, timelines and tasks, so that team could meet deadlines.
- Developing promotional material such as web copy, brochures and flyers in support of new product launches.
- Creating the company-wide, Compaq Nonstop™ Stylebook for consistent branding.
- Certifying legal compliance in trademarks and copyrights.
- Optimizing the organization of visual assets.

Expert Abilities

Adobe Creative Cloud | AP Style | Canva | ChatbotGPT | Conducting Interviews | Constant Contact | Feature & Short-form Articles | Ghostwriting | Google Drive/Suite | Grammar, Spelling & Punctuation | Job Traffic Management | MailChimp | Managing Multiple Concurrent Deadlines | Microsoft Office | Microsoft Teams | Plain Language | Proofreading | Slack | Web Mapping | WordPress | Versatile Writing

Certification

Commissioned VA Notary Public | 2026
Credibility in Crisis Communication | Sept. 2001

Awards

Oakton Elementary PTA | **Volunteer of the Year** | 2014–2015 School Year

Francis C. Moore, M.D. Medical Journalism Awards | **Awards of Excellence and Merit** | 2001–2006, 2012–2013

Public Relations Society of America Excalibur Awards | Houston Chapter | **Gold and Silver Awards** | 2001–2006

International Association of Business Communicators **Bronze Quill Awards** | Houston Chapter | 2001–2006

Houston Press Club Lone Star Awards | **"Newspapers Less Than 100,000 Circulation"** | 2002 & 2003