

Gretchen A. Kalwinski

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Summary

Writer and creative strategist with experience creating compelling content for businesses and publications. My goal is to tell stories across mediums and my time as an editor laid the foundation for work that helps organizations discover their authentic story. I've worked in great creative groups with collaborative people and crave more of the same.

Education

Northwestern University, Chicago, IL. M.F.A. in Creative Writing. 6/14.

Indiana University, Bloomington, IN. B.A. in English/Speech Communication. 12/98.

Professional Experience

Freelance Writer, Content Consultant, Creative Strategist, (Various), 7/00 – Current

Wrote and strategized everything from press releases and op-eds to social media and marketing copy, in support of various publications, communications clients, projects, and campaigns.

- **Communications Strategy:** You Are Beautiful, Inc., Women's March on Chicago, Poco Dolce Chocolates, Abbey Brown Soap Artisan.
 - Consulted with organizations to review marketing collateral, conduct content audits, strategize potential partnerships, and re-align organizational communications.
- **B2B, Nonprofit, Marketing, and Educational Writing:** Lonely Planet, gravitytank, National Domestic Workers Association, Caring Across Generations, Crate & Barrel, Orbitz, University of Chicago Booth School of Business, UMarketing, Vosges Haut Chocolat, American Library Association, TCS Education System, Kellogg School of Management, Children's Home + Aid.
 - Worked with marketing, creative and UX teams to strategize, develop, and write web, newsletter, email, and print communications and branded content.
 - Consulted on content design and value propositions with design and strategy teams.
- **Journalism:** *Crain's Chicago Business*, *Chicago Reader*, *Time Out Chicago*, *Bitch: Feminist Response to Pop Culture*, *Venus Zine*, *Stop Smiling*, *Punk Planet*, *Northwest Indiana Times*, *The Dodo*, *Make Magazine*.
 - Wrote and edited arts, culture, literary, health and wellness stories for print and web.
- **Editing:** *Time Out Chicago*, Curbside Splendor Publishing, Columbia College Chicago, and the National Restaurant Association Educational Foundation.
 - Edited content on a developmental level, working with marketing departments and other writers to ensure clear and compelling manuscripts and copy.
- **Co-Founder (Literago.org), 2/07 – 11/10**
 - Co-founded Chicago literary website (which was featured in *Chicago Magazine* and *Lonely Planet*).
 - Managed volunteers; scheduled homepage content, social media, and e-newsletters.

Senior Editor, Imagination Publishing, Chicago, IL, 6/14 – 10/14

- Edited copy for 72-page print business publication with a readership of 700,000/month.
- Managed, coached, and edited freelance writers and junior editor for both print and web stories.
- Developed content strategies for project-management client's website and social-media accounts.

Senior Content Consultant/Copywriter, TransUnion, Chicago, IL, 8/11 – 5/14

- Developed B2B content for marketing department, including highly technical web/email copy, sales sheets, direct mail, print/web ads and event collateral for financial industry symposiums.
- Strategized targeted campaigns; developed branded solutions and online help materials with creative team.
- Wrote content for TransUnion.com/Business, with an emphasis on SEO.
- Collaborated with art/digital departments on creating graphics, microsites, and rich media.

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Associate Features Editor, *Time Out Chicago*, Chicago, IL, 7/07 – 4/09

- Wrote, conceptualized, and edited feature stories for National Magazine Award finalist.
- Hired, coached, managed, generated contracts for, and paid staff writers and freelancers.
- Established and maintained weekly copy flow schedules and quarterly freelance budgets.

Permissions Coordinator, Poetry Foundation, Chicago, IL, 10/06 – 7/07

- Partnered with IT staff to launch permissions for 6,000+ poems on Webby award-winning site.
- Secured complex copyright requests and managed negotiations with estates and publishers.

Editorial Intern, *Venus Zine*, Chicago, IL, 9/05 – 12/05

- Wrote articles, fact-checked, and copy-edited for women's DIY music and lifestyle magazine.
- Hosted video podcast at a DIY craft fair (later published and distributed on media channels).

Program Coordinator, American Library Association, Chicago, IL, 5/02 – 7/05

- Coordinated events (300–400 attendees); wrote press releases, web, and newsletter copy.

Returns Manager, The Booksmith, San Francisco, CA, 8/00 – 2/02

- Supervised publisher returns, including inventory, and receiving at independent bookstore.

Editorial Assistant, University of Chicago Press, Chicago, IL, 5/99 – 5/00

- Maintained manuscript review process for *American Journal of Sociology*; copy-edited journal index.

Related Skills

- **Writing:** Extensive experience in business, academic, creative, and technical contexts.
- **Copy-Editing:** Chicago Manual of Style and AP Style.
- **Software:** Most PC/Mac platforms; advanced email, blogging, social media, and web research; content management systems; Microsoft Office; InCopy; SharePoint; Basecamp.

Teaching

- **Instructor**, Story Studio. Taught sensory writing class for fiction and nonfiction writers. (January 2015).
- **Instructor**, Osher Lifetime Learning Institute; Northwestern University. Designed curricula for and taught class titled “Writing from the Senses.” (July – August 2013.)
- **Guest instructor**, Columbia College. Presented information and led a Q&A for a journalism class about how to pitch articles to magazines. (November 2008.)

Honors and Awards

Ragdale Foundation Artist Residency; Lake Forest, IL. November 2009.

- *Awarded a three-week artist residency for short fiction.*