



KASEY CARPENTER

CONTENT IDEATION, CREATION, AND MANAGEMENT

Me

A Swiss Army knife wordsmith who enjoys working with the real virus: language that carries a concept or emotion from one person to the next.

My Work

2016 **CONTENT SPECIALIST**

↓
today

ENILON

All things copy - From brand-wide messaging to a single tweet. Ideation and execution across multiple departments (PPC, SEO, Creative, internal & client-facing) and disciplines. Created messaging that speaks to seven-figure transactions & c-suite decision-makers down to SERP-motivated consumer buys. Consistently contributed to the success of our digital performance team through on-point, evocative messaging that amplified our client's brand signals.

2016 **ASSOCIATE FICTION EDITOR**

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today

descant/TEXAS CHRISTIAN UNIVERSITY

Acquired new titles, worked with potential authors, managed the slush pile (this is a non-paying position with a minimal timesink).

2003 **TECH & HEALTH WRITER**

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2018

WINE SPECTATOR/M.SHANKEN INC.

From influential interviews & regular contributions to Unfiltered & cutting-edge Health columns with over sixty bylined features.

2003 **FREELANCE WRITER/EDITOR/CONTRIBUTOR**

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2016

VARIOUS

Agency work. Non-profits. Individuals. Literary endeavors. B2B and B2C. Digital/Print. Web copy. Emails. In short: a wide variety of work across a wide array of media and applications which was picked up by Reuters, AP, Chicago Sun-Times, and other outlets.

2003 **MANAGING EDITOR**

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2018

CHIASMUS MEDIA

Ran Lydia Yuknavitch's indie press day to day. Acquired new titles, worked with current & potential authors, and managed the slush pile.

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E-mail

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Portfolio

kaseycarpenter.com/portfolio

LinkedIn

linkedin.com/in/the-real-kc

Skillsets

Strong AP Style - Respect for Deadlines - Google Analytics - MS Office - Adobe CC - WordPress/CMS - Video Scripting (Sy/Final Draft) - Social Media (paid and organic) - Google Docs - Submittable - Loves Research - Collaborative & Communicative

Interests

Wine - Literary Fiction - Cycling - The Caribbean - Visual Arts - Good Coffee Fountain Pens - Chatbot dialog/design - imsdB.com - Podcasts - Fly Fishing