

KC

**KASEY CARPENTER
CONTENT STRATEGY**

CONTACT INFO

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Fort Worth, Texas 76123

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kaseycarpenter.com

EDUCATION

**MCSE/MCDBA
1999**

SMU/CompUSA/Microsoft
Dallas, TX 1998-99

PORTFOLIO

[kaseycarpenter.com/about/
portfolio](http://kaseycarpenter.com/about/portfolio)
tinyurl.com/y963pp7w (drive)

REFERENCES

Available upon request

PROFESSIONAL EXPERIENCE

Enilon | Senior Content Strategist

Fort Worth, TX | 2016 - Present

Advised clients on how to best communicate with the various personas within their target audience(s) through thoughtful UX, content consumption best practices, and a little psychology 101. Created brand-wide messaging, storyboards, personas, journey maps, scripts, case studies, blogs, and social media posts that drove seven-figure transactions down to single-user Shopify purchases. From Fortune 10 brands to mini-sites - my strategies and copy are instrumental in the intelligent and effective construction of content that serves as the bridge from intent to conversion.

Various | Freelance Writer / Copywriter

Virtual | 2001 - Present

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

TCU/descant | Associate Fiction Editor

Fort Worth, TX | 2016 - Present

Acquire new titles, work with potential authors, and manage the slush pile (this is a pro bono position with a minimal timesink - but great for the brain).

Wine Spectator | Freelance Writer

Various Locations | 2003 - 2017

Influential interviews, regular contributions to Unfiltered, and cutting-edge Health columns. Over sixty bylined features.

Chiasmus Media | Managing Editor

Potland, OR | 2003 -2005

Ran Lydia Yuknavitch's indie press day to day: acquired new titles from the slush pile and via solicitations, worked with current and potential authors.

PERSONAL INTERESTS

Wine - Literary Fiction - Cycling - Stand-Up Comedy - Visual Arts - Good Coffee
Fountain Pens - Chatbot Dialog/Design - imsd.com - Podcasts - Fly Fishing