

# KATHLEEN ALDEN GUTHRIE

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View samples at [www.kathleen-ink.com](http://www.kathleen-ink.com)

## COPYWRITING/COPYEDITING/PROOFREADING

### Self-Employed

April 1997–June 1998, July 2000–Present

#### · Freelance Copywriter, Copy Editor, and Proofreader

Demonstrated adaptability to a variety of media, ability to learn quickly, creative problem solving, and grace under deadline pressure. Commitment to excellence and efficiency resulted in high customer satisfaction. Clients have included:

Best Face & Body Day Spa (copywriter/proofreader: website, promotional, and training materials)  
Brentwood Presbyterian Church (layout/editor, columnist: monthly newsletter)  
Bridge Publications & Galaxy Press (copyeditor/proofreader: sci-fi novels & anthologies)  
Buena Vista/Walt Disney Studios/Miramax Home Entertainment (senior copywriter for *The Lion King* series; the *Hannah Montana* series and film; *Cinderella*, *Bambi*, and *The Little Mermaid* Platinum Editions; *High School Musical*; Miyazaki/Studio Ghibli titles; and other DVD and Blu-ray Disc campaigns)  
Chariesse Griffin (copywriter: personal trainer's website content)  
*The Connoisseur's Guide* (copywriter: restaurant, entertainment, and retail reviews)  
DeVorss & Company (copyeditor/proofreader/ghostwriter: religious/spiritual books)  
e2amp (copywriter: advertising)  
Lins Graphics (copywriter/proofreader)  
Lionsgate Home Entertainment (copywriter)  
Pines One Group (copywriter/proofreader: brand strategy and event production firm)  
South Pasadena Chamber of Commerce (copywriter: ads, press releases)  
The Tavis Smiley Group (copyeditor: newsletter, marketing materials, special event programs)  
Twentieth Century Fox Home Entertainment (proofreader)  
Magazines (copyeditor/proofreader): *1<sup>st</sup> Hold*, *805 Living*, *Genre*, *Minorities in Business*, *OYE*, *Science of Mind*, and Auto Club's *Westways* (various regions).

### Published Articles

"Your Words," Winner, *Real Simple*, March 2010  
"My Little Mate," postmodernlove.com, August 2009  
"How to Be the World's Best Aunt Ever," eHow.com, July 2009  
"French Spoken Here," "C'est Magnifique!," "For Rent," *805 Living*, "French Connection" feature, July 2008  
"Beautiful Ass," divinecaroline.com, June 20, 2007; featured February 2008  
"A Fish Story," SPTOR Official Souvenir Program, 2007  
"Helping a Traveler With Special Needs," *Westways*, November/December 2006  
"Amber: Nature's Time Capsule," cover story, *The Quarterly*, Fall 2006  
"It's a Material World," *Westways*, March/April 2003  
"Craft Group Encourages Creativity," *GRIT: American Life & Traditions*, October 13, 2002

### Schumacher and Company, Los Angeles, CA

October 1990–October 1993

#### · Editor/Proofreader

Responsible for final proofreading and editing of all publications, including national best-selling book, *Understanding Living Trusts*, slide and seminar presentations, flip charts, and marketing and educational brochures.

### Great Expectations Creative Management, Inc., Encino, CA

August 1988–October 1990

#### · Assistant Director of Communications

Produced newsletters and special publications for nation's largest video dating service. Supported 35 branch offices with training manuals, business development reports, center sales statistics, marketing materials, and membership information. Responsibilities included research, writing, editing, layout, graphics, and distribution. Provided additional administrative support for Director.

**MANAGEMENT****BPC, Los Angeles, CA****January 1998–July 2000****· Director of Empowerment Ministries**

Demonstrated exceptional organizational, leadership, and motivational skills, directed and facilitated programs for visitors, members (1500—including 2nd largest new members' class), and leadership. Equipped and supported three major committees and four leaders in team building, management of time and resources, and setting of priorities. Responsibilities included leadership training and presentations, research and development of membership database, volunteer resources/recruitment/coordination. Developed and implemented special programs and events, worship, meetings, and retreats. Was commended for integrity on the job, inspiring commitment and dedication from others at both the executive and subordinate levels.

**Nordstrom, West Los Angeles, CA****December 1993–April 1997****· Sales (Shift Manager), Cash Room, Customer Service (including substitute Manager)**

Served personal and walk-up clients in sales; supervised sales team and running of department in manager's absence. Cash Room responsibilities included tallying daily receipts and preparing deposits. In Customer Service, handled all areas of client concerns (including special orders, payments, complaints), sales support, creation and implementation of educational materials, staff scheduling and training, overall management of department in manager's absence.

**Schumacher and Company, Los Angeles, CA****October 1990–October 1993****· Sales/Customer Service Manager**

Personally serviced 8,000 of 15,400 clients (national sales to clients including Paine Webber, Walden Books, American General Life, First Interstate Bank, and non-corporate individuals). Maintained client relations and promoted use of all publications, including national best-selling book (*Understanding Living Trusts*), seminar presentations, and marketing and educational brochures. Consulted with clients to best use materials to prospect, educate their clients, and network with other professionals. Developed telemarketing program to improve customer service, generate new business, and increase sales (September '92 promotion achieved 200% of goal).

**PRODUCING CREDITS****West Coast Ensemble theatre company**

*House of Blue Leaves* (1997)—multi-award winner, including *LA Weekly's* "Revival Production of the Year"

*Don Juan in Chicago* (1996)—mainstage production

*Her Infinite Variety* (1995)—workshop production; box office was triple of expectation

**EDUCATION**

B.A. English, University of California, Los Angeles (UCLA), June 1988

· Emphasis in Practical Writing and Editing

· Internships at J. Miller Public Relations and ASUCLA Advertising (Copywriter)

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