

*Updated 2016

Karen Vitt

writer • editor • creative

1416 S.E. 14th Ave.
Portland, OR 9714
503.961.2720
karenvitt@gmail.com

Profile

Senior writer, editor and media communications specialist with an accomplished background in social media, Web content, marketing, magazines, newspapers, advertising and public relations.

Well-rounded communications professional with a friendly, engaging voice, sense of humor and strong work ethic who aspires to new creative challenges.

Work Experience

Communications Specialist

DoveLewis Emergency Animal Hospital 2015 - present
Manage and track social media, digital content and advertising, public relations, reputation management, and cross-channel writing, editing and content planning and distribution for Portland's only nonprofit 24/7 emergency animal hospital and community programs.

Lead Digital Editor / Content + Social Media Specialist Tarot.com / Zappallas, Inc. 2010 - 2015

Write, edit, manage and promote daily content for five properties, including Tarot.com, DailyHoroscope.com, Numerology.com and more. Brainstorm content; write feature articles and blogs; edit freelancers; SEO upkeep; write and program site gateways; manage social media; conceptualize and write 4x weekly email blasts. My writing contributed to 50+ percent of company revenue, and I grew our social media channels by 142-352 percent in one year.

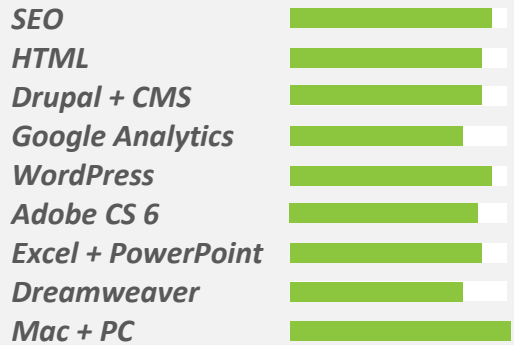
Publisher + Editor in Chief Pdxneatsheet.com 2009 - 2011

Successfully launched Portland's only daily style news site (now archived at pdxneatsheetlegacy.com). Designed the site in WordPress.org; tracked Portland's style scene; wrote 3x daily articles; gathered and formatted images; hired and managed freelancers and photographers; met with local shop owners to discuss partnerships and ad placements. 25k+ members.

Education

University of Oregon • Web Publishing
Portland State • Communications

Proficiency



Experience

15+ Years of experience writing + editing online and in print

12+ Years as creative copywriter in marketing + advertising

Skills



Work Experience Cont.

Masthead Editor + Senior Marketing Copywriter

The Oregonian Publishing Co. 2005 – 2009

Wrote print ad copy and marketing materials for the sales team; Web copy for Biz.Oregonian.com; wrote, edited and hired writers and photographers for the employee magazine; weekly newsletters and daily internal communications. Special project management.

Portland Shopping Writer + Editor

Lucky Magazine 2005 – 2009

Weekly contributor of local Web content for Conde Nast's successful national women's shopping magazine. Responsible for Portland trend tracking, story ideas, writing, coordinating with shop owners and P.R. professionals, establishing discount offers and shopping trips.

Personal Style Writer

The Oregonian Publishing Co. 2004– 2006

Writer, editor and stylist for P.S. fashion magazine (circ. 340,000). Trend tracking, story ideas, merchandise selection and styling, photo shoot coordination, interviewing local designers and shop owners, writing articles and headlines for 3-4 articles per week.

Public Relations Specialist

Banfield, The Pet Hospital 2003 – 2005

Writer/editor and P.R. specialist for the world's largest private veterinary practice. Produced internal and external corporate communications for 450 pet hospitals worldwide; wrote press releases, media plans and kits; successfully placed industry news stories with trade and consumer publications and TV; produced content and layout of quarterly newsletters; created Web content and managed maintenance for www.banfield.net.

Copywriter

Meier + Frank Advertising Agency 2000 – 2002

Fashion, home goods and misc. product copywriter for May Co. Department Stores. Worked closely with buyers and designers to conceptualize, write and deliver creative copy for direct mail, catalogs and newspaper ads, managing from manuscript to layout.

Portland Fashion + Shopping Writer

Women.com Networks 1995 – 1999

Weekly contributor to Women'sWire.com, the first national Web-based women's magazine (now iVillage.com). Established a Portland beat tracking local fashion and shopping trends. Story ideas, research, articles, headlines and images. The site had 4 million hits each month.

Editorial Assistant, Arts & Entertainment + Sports

The Oregonian Publishing Co. 1987 – 2000

Daily newspaper. Freelance reporting on fashion, entertainment, travel and popular culture. Accurately edited and compiled lengthy calendar listings and sports stats. Interviewed readers for weekly call-in feature. Assisted editors and staff with research and photo assignments.

Clients

Kaiser Permanente, DoveLewis Emergency Animal Hospital, Travel Oregon, The Oregonian, Willamette Week, Columbia Sportswear, Sorel, Lucky magazine, Portland Monthly magazine,

Ultimate Northwest magazine, Oregon Bride magazine, Tarot.com, DailyHoroscope.com, Banfield Pet Hospital, Yahoo! SHINE, AOL Digital City, Women'sWire.com.

Portfolio

KarenVitt.com/portfolio