

# Kathleen A. Schienle

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## Core Capabilities

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Writing, editing, fact-checking	Eagle-eyed proofreading, QA	Internal and external communications
Web/mobile strategy, content, SEO	Localization of global content	Brand identity
Media and public relations	Continuous deadline delivery	Outcome-focused collaboration

## Professional Accomplishments

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### **Greer Marketing Communications – Principal – Indianapolis, IN – 2005-present**

Founder and lead of small company providing complete range of communications and marketing services for corporate, agency, small business, civic and individual clients in such niche sectors as tech transfer, financial services, IT, CPG, insurance, healthcare, HR, publishing and academia. Specialties include writing, proofreading, fact-checking, copy editing; project management; brand/identity campaigns; collateral creation; web content development and meta/SEO; media/public relations; and executive communications.

- Writing, copy editing, proofreading of collateral, ad/web content, pitches for agencies such as Energy BBDO, VSA Partners, Simple Truth, Tweak, Launch Creative Marketing, BVK and Blue Waters Group.
- Writing/editing and fact-checking for financial services organizations including Grant Thornton, Institutional Investor Journals, Allstate, CNO Financial Group, CME Group, Akoya Capital and Equity International.
- Writing/editing/project management of websites for technology transfer organizations Mayo Clinic Ventures and the Association of University Technology Managers.
- Writing/project management of annual report for The University of Texas at Austin's Office of Technology Commercialization.
- Fact-checked and proofread, on extreme deadline, GE, IBM, P&G, Citadel, First Data, HHMI annual reports and web/mobile content, as well as PepsiCo sustainability reports and IBM's corporate responsibility site.
- Writing and ongoing U.S./global localization for clients including noodles.com (Italy) and MedSci (China).
- Copy editing/proofreading of 2007-2015 online courses for Elsevier/MC Strategies, Bankers Life and CRS.
- Copy editing/proofreading/SEO for Oprah.com via Harpo and the Oprah Winfrey Network.
- Copywriting/QA for website, blog, collateral: United Airlines, KKR, City of South Bend, noodles.com, kCura.
- Developed meta/SEO for GE Citizenship website and subsequent relaunch and P&G Innovation site.
- Editing of academic journals, papers and PowerPoints, including Institutional Investor, MedSci and Nuance.

### **Stars&Stripes inc. – Chief Branding Officer – Evanston, IL – 2001-2005**

Directed branding, marketing and public relations, as well as developed e-commerce web presence, for solutions-based mortgage finance startup facilitating loans for first-time homebuyers. Managed executive communications and tech-based B2B and B2C relationships.

- Developed distinctive company/product(s) naming, logo, collateral, brand awareness.
- Created company website – continually updated content/graphics to reflect offerings and industry.
- Managed PR, media contacts and company presence for national conference and CEO's industry award, resulting in wide media coverage, alliance contracts, and intensified website action.
- Led marketing with CalSTRS and CalPERS resulting in first-year (2002) revenues of \$1.4 million.

### **Cap Gemini Ernst & Young – Director/Marketing Communications – Chicago, IL – 1999-2001**

Led internal and external sales and marketing communications for CGE&Y's domestic applications outsourcing business unit of 4,000 employees, which generated 22% of global revenues (7 billion euros) for newly merged, 50,000-employee global IT consulting firm.

- Created Sales and Marketing User Repository Access Initiative (SAMURAI) to jump-start a quick-hit online knowledge library, because new sales team had more leads than materials to pursue them.
- Produced e-magazine Powerhouse, featuring leadership messaging, for internal staff and clients – significant outsourcing tool, with clients' staff becoming CGE&Y employees for life of the contract.
- Collaborated with HR in motivating 100 reluctant E&Y consultants to become permanent staff to reduce costs and unify culture. Produced 60 transitions, 10% above leadership's expectations.
- Drove event planning, creation of brochure suite and edgy website for simultaneous launch at JavaOne conference in highly competitive IT recruiting opportunity – drew nine key recruits, four above projection.

### **System Software Associates, Inc. – Senior Editor/Global Marketing – Chicago, IL – 1997-1999**

Partnered worldwide with executive/middle management, employees, customers, alliances, and analyst/media resources to drive \$421 million ERP leader's re-launch as systems integrator amid unprecedented industry, financial and leadership challenges. Aggressive, inventive communications campaign aimed at sweeping buy-in for new SSA.

- Produced LiveWIRE – monthly e-newsletter with 9,000-subscriber database of clients and prospects, media and financial analysts, employees, affiliates and partners. The retooled focus on feature-style client articles and industry, customer and product information grew readership 42%.
- Created worldwide distribution for immediate electronic broadcasts to employee base – replaced ineffective, hierarchical system. Appointed to SSA's cross-functional Knowledge Management Team, which streamlined and standardized communications throughout company's electronic network.
- Launched and edited News @SSA – weekly internal, electronic newsletter with breaking product, customer, partner, industry and corporate news. Content grew 48% in first six weeks.
- As project manager/lead writer, delivered website, press kits, annual reports, direct mail, media advertising, sales collateral, trade show signage, executive communications. Particular successes: spectacular launch of SSA Portfolio, rollout of eBPCS with euro, two international CeBIT exhibitions.

#### **USCS International/CableData – Editor/Marketing Communications – Sacramento, CA – 1992-1994**

Managed corporate communications, including deployment of technical, business, organization, industry and benefits/services news to 2,200 global employees and customer base. Corporation was top-positioned in domestic cable, telecom and repeat-customer utility industries, as well as in international convergence race.

- Directed projects from pragmatic (edit/design/production of 200-page benefits manual) to pivotal (strategic D<sup>3</sup> Process Team drove product development life-cycle). Led external campaigns, including customer testimonials, brochures, product fact sheets, press releases, media placement, technical documentation.
- Produced DirectAccess, monthly technical-business magazine. Responsible for all phases: content development; research and writing; supervision of writers throughout hierarchy; editing, layout, design and production. Drove significant remake to publication ranked by employees as #1 information source. With DirectAccess' success, assigned to develop Envoy, global customer newsmagazine.
- Marketing Communications' first 'quality control' manager – developed corporate stylebook based on AP Style; coached staff and executives; edited/proofread literature created by 12-person team . . . last pair of eyes to see ALL levels of print output before production. Remake costs dropped 92%.

#### **Education and Professional Development**

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- M.A. program – University of Wisconsin School of Mass Communications, Madison
- B.A. journalism – Wittenberg University, Springfield, OH
- Montessori Primary Directress Degree – Association Montessori Internationale
- Better Watchdog Workshop: Computer-Assisted Research – Investigative Reporters and Editors, Inc.
- Executive Leadership Symposium – Northwestern University Kellogg Graduate School of Management

#### **Affiliations and Awards**

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- Society of Professional Journalists/Sigma Delta Chi
- Investigative Reporters and Editors, Inc.
- Volunteer – Northwestern University Alumni Association, Shortridge High School Alumni Association
- USCS International Corporate Ace, Making a Difference, and Outstanding Marketer Awards
- International Association of Business Communicators – six Silver Six-Crystal Awards (individual and team)

#### **Technology Skills**

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Microsoft – Outlook, Word, PowerPoint, Publisher, Paint, Excel, SharePoint

Adobe – PhotoDeluxe, Photoshop, Illustrator, Acrobat, PageMaker, InDesign

QuarkXPress

Web and intranet staging/management via CMS – Daylite, QuickBase, Basecamp, Teamwork, TestGen

Computer-based research and fact-checking

Audio transcription

Metadata/SEO/SEM/SMM – Wordtracker, SEOmoz

PC and Mac

AP, Chicago and AMA Style