

Kinzy Janssen

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kinzyjanssen.com

RELEVANT WORK

Marketing & Communications Manager

Minnesota Center for Book Arts – Minneapolis, MN

JULY 2019–
PRESENT

- Identify target audiences and coordinate organization-wide marketing strategy
- Craft compelling, platform-specific content (organic & paid) and hone a consistent, approachable voice to promote MCBA's varied events, programs, and opportunities
- Increase donor/member base through written appeals and social campaigns that tell the story of MCBA
- Write and edit all public-facing communications; maintain & enforce style guide
- Measure, analyze & revise strategy based on communication benchmarks & outcomes

Publishing Lab Teaching Assistant & Designer

University of North Carolina Wilmington – Wilmington, NC

AUG. 2016–
MAY 2019

- Instructed 300-level publishing courses
- First student to design cover of award-winning, national literary magazine
- Copyedited, proofed, and fact-checked submitted work. Designed *Ecotone* opening spreads, anthologies, posters, and digital/print broadsides.

Social Media Editor

The Riveter Magazine – Minneapolis, MN

JAN. 2014–
JUNE 2016

- Engaged followers with photography, excerpts, illustration, animation, and video
- Awarded the distinction of "Most-Read Original Online Longform of 2016"

Marketing Communications Specialist

TempWorks Software – Eagan, MN

FEB. 2013–
JULY 2016

- Connected industry professionals via relevant, reported blog posts and social media
- Honed company messaging with website copy, newsletters, and LinkedIn ghostwriting

Assistant Editor

Volume One Magazine – Eau Claire, WI

JUNE–AUGUST 2012
DEC. 2009–FEB. 2011

- Wrote and edited features, articles, and editorials for both online and print publication
- Cultivated relationships with online contributors and in-person interns

MFA in Creative Nonfiction

University of North Carolina Wilmington – Wilmington, NC

AUG. 2016–
MAY 2019

- 2019 Jason Bradford Award for contributions to the MFA program and community
- Colbert Chapbook Prize for successful merging of form and content in book design

BA in English

University of Iowa – Iowa City, IA

AUG. 2004–
MAY 2008

- Presidential Scholar, Phi Beta Kappa, Summa Cum Laude, *Earthwords* Editor-in-Chief

Loft Mentor Series (nonfiction mentee); ESL teacher in Shenyang, China; UNCW Young Writers Workshop (teaching artist), Prairie Fire Lady Choir (marketing committee), Mississippi Park Connection (volunteer), Wrightsville Beach Sea Turtle Project (volunteer)

SKILLS

TECH + DESIGN: Adobe Creative Suite (InDesign & Photoshop), Asana, Canva, Eventbrite, Google Adwords, Google Analytics, HTML, Microsoft Suite, Squarespace, Trello, WordPress

SOCIAL: Facebook (Meta Business Manager), Hootsuite, Instagram, LinkedIn, Twitter, TikTok, YouTube

GENERAL: Copyediting, Grammar, Graphic Design, Photo Editing, Photography, Video Editing, Writing

