

Kim Ledgerwood, Copywriter/Editor

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EXPERTISE

Creative professional with more than 20 years of experience developing and writing effective, results-oriented, award-winning creative for all media. Talented at imparting information in an engaging, effective manner. Skilled at collaborating and conceiving with clients and art directors to develop strategic communications. Adept at quickly grasping and identifying clients' needs. Passionate about discerning what is necessary for communications to produce desired results. Expert at editing to refine messaging, communicate information clearly, and avoid errors. Able to meet tight deadlines with energy and enthusiasm.

Web Content

Digital Media

Content Marketing

Print Ads

Direct Mail

Outdoor

Brochures

Theme Lines/Slogans

Brand Identities

Product & Company Names

Radio & TV Spots

Collateral/Sales Materials

ACCOMPLISHMENTS AND AWARDS

- Conceptualized and wrote advertising and direct mail that launched Eastman Chemical Company's e-business—which quickly became the most visited site in the chemical industry.
- Developed and wrote advertising campaign for Gatlinburg Department of Tourism that generated ROI of \$3.48 for every dollar spent, leading to 23% increase in inquiries and 8% increase in its conversion rate—which, at 62%, was one of highest in tourism history.
- Wrote comprehensive marketing campaign materials for Tennessee Department of Economic and Community Development that increased inquiries from business leaders by more than 50% and garnered new investments in excess of \$6 billion.
- Developed new brand identity for Eastman Chemical Company's container plastics, as well as cohesive multi-media campaign that led to 21% increase in predisposition to view Eastman as supplier that provides innovative solutions.
- Created two websites for a clinical psychologist that—within 3 months—doubled her practice size, led to national speaking invitations, and positioned her as an expert in her field.
- Conceived of and wrote print ad for a specialty plastic from Eastman Chemical Company that ultimately resulted in the placement of that product on a Space Shuttle.
- Earned countless ADDY awards from the American Advertising Federation and Certificate of Outstanding Creativity in Radio, Mobius International Awards.
- Edited multiple online articles that earned impressive views and shares, including many that have gone viral.

SAMPLE CLIENTS

M&T Bank, McCormick & Company, The Home Depot, Girl Scouts of America, McDonald's, Eastman Chemical Company, The University of Tennessee, Lending Tree, Bryn Mawr Health Systems, Gatlinburg Department of Tourism, McGhee-Tyson Airport, David B. Reath Plastic Surgery, Enthalpy Analytical, Hartco Wood Flooring, Home Federal Bank, Tennessee Department of Economic & Community Development, Walden Kayaks, Gatlinburg Hotel, Haiku Handbags, Silver Spoon Restaurant, UltraGenda Healthcare, Columbia Association, Hippo Thinks

PROFESSIONAL EXPERIENCE

The Right Word, Towson, MD
Owner/Copywriter/Editor
www.therightword.com

2002–present

- Apply professional talent and expertise to produce fresh, effective advertising materials for a variety of topics in all media including web content, print advertising, collateral, e-books.
- Partner with clients to develop concepts and copy that meet their specific needs and achieve results.
- Employ expert-level knowledge of grammar and punctuation to edit and proofread a variety of materials, including extensive websites, detailed reports, books, and novels.
- Assist authors in shaping their message or story and honing their writing to produce the best possible work that is still their own work.
- Forge flexible, collaborative working relationships with clients.
- Skilled and experienced at working with both large and small organizations.

The Tombras Group, Knoxville, TN
Copywriter/Broadcast Producer

1996–2001

- Brainstormed, wrote and developed strategic, award-winning concepts and copy for all media.
- Interpreted and parlayed research results to create effective advertising campaigns.
- Collaborated with art and creative directors on campaign strategy and execution.
- Worked efficiently under tight deadlines and managed multiple projects simultaneously.
- Produced radio and television spots, and stayed on budget every time.
- Edited and proofread copy—everything from single page ads to 1000+ page books.
- Maintained client relations.

Knoxville News-Sentinel, Knoxville, TN
Intern, Marketing Department

Summer 1997

- Wrote advertisements, sales pieces and banner ads for both external clients and in-house projects including the annual Women's Expo and Auto Show.
- Assisted in the development of marketing pieces for in-house products and projects including the launch of the newspaper's ISP and several specialty web sites.
- Wrote and produced internal television and radio spots.
- Proofed and organized 500-page Annual Parents' Resource Guide.

SKILLS

Copyediting; Line editing; Developmental editing; Proofreading (AP Stylebook Proficiency, Chicago Manual of Style Proficiency); Website Maintenance; PC & Macintosh Proficiency; Microsoft Office; Microsoft Publisher; Adobe Acrobat; Conversational French

EDUCATION

Master of Science, 1998 Communications, University of Tennessee, Knoxville, TN

- Concentration in Advertising.
- Member, Kappa Tau Alpha National Honor Society in Journalism and Mass Communication

Bachelor of Arts, 1995 Communications, University of North Carolina, Chapel Hill, NC.

- Dean's List
- Recipient, UNC University Trademark Scholarship for Outstanding Academic Achievement