

Gretchen M. Kunz

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PROFILE

Editor/Writer/Content Producer with over 20 years of experience. Photographer, nature lover, traveler, voracious learner, seeker of connections, teller of bad jokes.

I work with words & images to make communication resonant, meaningful, & effective.

SPECIALTIES

Web, print, & media content production. Copywriting including articles, blogging, social media, marketing, targeted emails, ads, training materials, technical writing, & professional correspondence. Research, developmental editing, copyediting & proofreading. Training & presentation materials including Powerpoint training, manuals, & e-learning modules. SEO & ad analytics. Customer Relationship Management (CRM) & Content Management Systems (CMS).

RELATED SKILLS

- ◆ Writing, proofreading, copyediting, editing, & designing content & multimedia for web & print
- ◆ Technical writing & editing for training, manuals, presentations, SOPs, & eTMFs with experience in pharmacovigilance & CMS/CRM software materials
- ◆ Website content management & layout using CMS, webdev tools, WordPress platform & coding HTML, XML, CSS, PHP & more
- ◆ Creating & editing social media content and ads including Facebook, Instagram, Twitter & tumblr
- ◆ Creating strategy & content based on statistical analysis, developing news & current trends
- ◆ Knowledge of SEO best practices & implementation with SEMRush
- ◆ Managing Facebook, Instagram and Google marketing campaigns
- ◆ Producing reports with Google Analytics & Webtrends
- ◆ Experience with various CMS & Web Development Tools, including design/testing for custom tools
- ◆ Establishing & maintaining cross-media editorial/brand consistency & quality
- ◆ Familiarity with Chicago, AP & other style guidelines
- ◆ Exacting researching & fact checking
- ◆ Ability to track & meet multiple deadlines
- ◆ Producing, sourcing & editing images, audio & video
- ◆ Self-starting, quick learner with strong attention to detail
- ◆ Excellent communication skills, in-person, online & via telephone
- ◆ Facility working both independently & with a team
- ◆ Friendly, collaborative demeanor
- ◆ History of working professionally with diverse clients & tailoring information for various audiences
- ◆ Software savvy in various office, multimedia & database programs
- ◆ Familiarity with Windows, Mac & Android OS
- ◆ Short- & long-term project organization, management & execution
- ◆ Ability to multitask & prioritize; commitment to working hard & providing quality results
- ◆ Motivation to learn, improve skills, self-teach & spread knowledge
- ◆ Creative approach to problem-solving, improving & producing projects

**RELATED
EXPERIENCE**

Web & Print

Over 20 years writing, producing & editing multimedia content ♦ Technical writing & editing including training modules, SOPs & eTMF reviews in the pharmacovigilance sector ♦ 9 years managing Metropolitan Opera site ♦ Coordinating with/editing sister & visiting company sites ♦ Assessing user/client interests, needs & goals ♦ Writing, proofreading, copyediting & editing for style & content ♦ Researching & fact-checking ♦ Establishing & maintaining cross-media brand integrity ♦ Creating message driven materials & adapting them to various formats ♦ Creating & editing graphics ♦ Organizing & integrating data ♦ Producing professional reports, correspondence, marketing materials, articles, blogs & social media ♦ Using wide array of software, including Adobe CS6, Dreamweaver, Microsoft Office & various CMS/CMR ♦ Working with WordPress, Drupal & custom content software ♦ Coding in HTML, XML, CSS, PHP & more ♦ Campaign building ♦ Compiling/issuing statistical analyses & reports ♦ Designing, testing & launching new & redesigned sites

Visual & Audio Media

Freelance photography ♦ Over 20 years digitally editing photos ♦ Adobe Bridge, Lightroom & Photoshop ♦ GIMP ♦ Cross-department collaboration ♦ Editing, retouching & restoring film photography via machine & hand ♦ Managing film darkrooms ♦ Producing & editing film & video ♦ Lightworks ♦ Various DAW software ♦ Maintaining & renting A/V equipment ♦ Setting up equipment on location ♦ Teaching basic equipment use

**ADDITIONAL
EXPERIENCE**

Administration/Customer Service

Working with clients & customers from many different backgrounds ♦ Excellent communication skills ♦ Organizing data & materials ♦ Managing short- & long-term projects ♦ Translating data to readable text & graphics ♦ Finding the answers & solutions clients want & need ♦ Surveying & reporting on efficacy of products & programs ♦ Demonstrated ability to consistently & accurately answer large volumes of inquiries ♦ Familiarity with various customer service & donor data software ♦ Front-line customer service ♦ Retail management

Human Resources/Payroll/Clerical & Administrative

Producing, copyediting & proofreading various materials ♦ Organizing information & resources ♦ Assisting foreign students, instructors & performing artists with getting visas, work permits & other paperwork done ♦ Evaluating résumés & coordinating hiring ♦ Managing correspondence, scheduling, record-keeping & supplies ♦ Compiling data & issuing reports ♦ Training staff, delegating & supervising ♦ Handling payroll for NYU Law School

**ADDITIONAL
EXPERIENCE**

Animal Care, Husbandry & Behavior
A.A.S. & NYS Licensure in Veterinary Technology ♦ Experience in urban, farm & zoo settings ♦ Working as volunteer, receptionist, vet assistant & vet tech in veterinary hospitals, including emergency & exotic care ♦ Volunteering & vet tech practice in animal shelters ♦ Consulting on animal behavior & health ♦ Writing blog posts, business materials & book excerpts on animal issues ♦ Keeping current with animal welfare & other animal-related issues

**RELATED
EMPLOYMENT**

Freelance Web Producer
Freelance Web Producer, Writer, Editor & Photographer
November 1996 – Present

Beloved Enterprises LLC
Consulting Content Writer/Editor/Producer
September 2017 – May 2020

Red Tricycle
Freelance Writer & Photographer
June 2015 – October 2017

Metropolitan Opera Association
Website Coordinator
July 1999 – April 2007;
Administrative Assistant, Presentations
September 1998 – July 1999

**ADDITIONAL
EMPLOYMENT**

New York University School of Law
Personnel Coordinator Pro-Tem, Human Resources
May 1998 – September 1998;
Administrative Aide, Human Resources
November 1995 – September 1998; Admin.
Aide, Assoc. Dean of Administration
September 1992 – November 1995;
Data Entry Specialist
September 1991 – September 1992;
Receptionist
1991

NYU Audiovisual Assistant
September 1988 – December 1990

Barista/Café Manager, Vin Rouge, Inc. & Cinnamon Girl
August 2012 – November 2016

Freelance Animal Behaviour & Care Consultant
September 2002 – February 2015

Veterinary Assistant, Receptionist & Licensed Veterinary Technician
April 2007 – October 2011

Further employment history available on request.

EDUCATION

NYU, Tisch School of the Arts
BFA, Honors, Film/TV (1988 – 1992)

LaGuardia Community College, CUNY
AAS, Honors, Veterinary Technology (2007 – 2009)

NYU, Graduate School of Arts & Sciences Sociology
(1995 – 1996)