

Kendall (Hopwood) Richmond

contact@kendallhopwood.com

Overview

- Professional writer and copyeditor with experience writing marketing communications copy for print and web, developing content strategy and executing communication plans.
- Experienced writing for a range of audiences—including B2B and customer-facing—across multiple channels.
- Adept at working autonomously with limited direction and/or collaborating with designers, developers and diverse cross-functional teams while managing competing deadlines.

Experience

Wunderman
7/2011 – Present

Business Communications Manager

- Write, copyedit and manage production/distribution of business communication materials including reports, emails and PowerPoint presentations.
- Write and manage content strategy for social media channels (e.g., Twitter).
- Prioritize project timelines and maintain complex project schedules.

Starbucks Coffee Co.
7/2010 – 7/2011
(original 6 month contract extended)

Communications Project Specialist

- Developed and executed communication plans for internal project spanning 10 international markets.
- Wrote communication templates and content outlines used by directors and leaders throughout the organization.
- Wrote and edited project communications, managed review processes, maintained relationships with multiple project leads in the U.S. and abroad, and managed translation process with vendor.

Freelance
5/2009 – 7/2011

Writer/Copyeditor

Client/project highlights include:

- **Expedia Media Solutions (Expedia, Inc.):** Wrote B2B marketing materials including email copy, website and landing page/micro-site copy, promotional materials, one-sheets and case studies (5/2009 – 7/2011; contract through FILTER).
- **C Squared Advertising:** Wrote promotional/marketing materials, articles and award submissions (6/2010 – 7/2011).
- **Tellme (A Microsoft Subsidiary):** Collaborated with creative director, UX/UI designers, media planner, and project team; wrote copy for a multi-phased online campaign (*short-term contract through FILTER*).
- **Microsoft:** Copyedited e-book, PowerPoint presentations, white papers and other materials for various Microsoft teams (*multiple short-term contracts through FILTER*).
- **Amazon Endless:** Wrote/edited email copy (*short-term contract through FILTER*).

- **Builder/Architect Magazine:** Wrote monthly feature story for the Puget Sound edition of Builder/Architect Magazine, a local trade publication (7/2009 – 8/2010).
- **Healthy from Day One:** Copyedited and ghost-wrote portions of e-book (12/2010– 3/2011).
- **VV/PILATES:** Created messaging platform and wrote copy for website and marketing materials (6/2010 – 12/2010).

FILTER
1/2008 – 1/2010

Marketing/Interactive Content Writer

- Wrote and managed website content using custom content management system (CMS); wrote featured profiles, corporate bios, blog posts, event updates, social media content and case studies.
- Researched, wrote, formatted and deployed monthly e-newsletter for four markets (distribution of 24,000+ people).
- Wrote content for internal and external communications and provided support for marketing initiatives.

**Steele Canyon
Charter High
School (CA)**
8/2005 – 12/2007

English Teacher

- Developed lesson plans, differentiated instruction for diverse learners and taught 9th and 11th grade English classes while providing extracurricular support to clubs and sport teams.

Education

**University of
California, Irvine**
6/2005 – 8/2008

Master of Arts, English

**San Diego State
University**
8/2005 – 5/ 2006

Teaching Credential, English

**San Diego State
University**
8/2001 – 5/2005

Bachelor of Arts, English

- Graduated *Summa Cum Laude*
- English scholarship recipient 2003
- Dean's List consecutively Fall 2001 - Spring 2005
- Member of academic honor societies: *Phi Kappa Phi, Phi Beta Delta, Sigma Tau Delta*, Golden Key

**Oxford University,
England**
5/2003 – 7/2003

Study Abroad

Recommendations

<http://www.linkedin.com/in/kendallhopwood>