






Kaitlyn Arford

CONTENT CREATOR & EDITOR

CONTACT

 kaitlyn.arford@gmail.com 
Louisville, KY 
linkedin.com/kmarford 
kaitlynarford.wordpress.com 

SKILLS

Developmental, Line, and Copy Editing,
Social Media Management and Copywriting,
Commerce, Branded, Creative, and Journalistic Writing,
Content Management Systems,
Fact Checking,
Research Methods,
AP Style, Microsoft Office,
Google Drive, Slack,
Lexis-Nexis, WordPress

EDUCATION

BACHELOR OF ARTS IN MAGAZINE MEDIA

Minor in Sociology
Ball State University 2016

EXPERIENCE

FREELANCE WRITER AMERICAN KENNEL CLUB | 07/2019 – PRESENT

- Write, research, and report features and commerce articles for 7.5 million monthly visitors
- Write SEO-driven website copy and commerce content for website launch

PROFILE AND CONTENT EDITOR REHABS.COM | 11/2018 – 09/2019

- Fact check and update assignments for writer distribution
- Edit 27 non-biased guides weekly for accuracy and style

WRITER REHABS.COM | 11/2016 – 03/2018

- Extensively research rehabilitation facilities using internal data and other sources and write easy-to-understand, non-biased reviews

CLERK MILFORD PUBLIC LIBRARY | 08/2016 – 11/2018

- Develop promotional materials and weekly news releases
- Develop and schedule Facebook posts to drive engagement; increased page likes from 200 to 600
- Implement and execute successful ebook lending service promotions from concept to post-production that led to a 400 percent increase in patron use

EXECUTIVE EDITOR BALL BEARINGS MAGAZINE | 04/2015 – 05/2016

- Lead production of national award-winning magazine editions covering the cost of college and millennials from concept to post-production
- Developmental, copy, and line edit stories for web and print editions

AWARDS

OUTSTANDING JOURNALIST BALL STATE UNIVERSITY DEPT. OF JOURNALISM | 2016

FIRST PLACE, ONLINE FEATURE REPORTING SOCIETY OF PROFESSIONAL JOURNALISTS | 2016

NATIONAL MARK OF EXCELLENCE FINALIST FOR ONLINE FEATURE REPORTING SOCIETY OF PROFESSIONAL JOURNALISTS | 2016

FIRST PLACE BEST FEATURE STORY ICPA | 2016