

KATHERINE BONTRAGER HOULEHAN

WRITER & EDITOR

CONTACT ME

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ABOUT ME

Kansas City native who can provide clear, compelling editorial and help you effectively engage with your employees and clients in meaningful ways. Offering more than 15 years of editorial leadership in lifestyle, business, non-profit, and medical fields. Has reveled in leading teams, partnering with freelance artists, and creating brand strategies. Thrives in high-pressure, deadline-sensitive environments.

SKILLS

Content Strategy

Cross-Team Collaboration

Editorial Oversight

Brand Innovation

Leadership

Budgeting

EDITORIAL EXPERIENCE

Editorial Work, Rodrock Development, 2014 - Present

Work with *The Kansas City Star* and Rodrock to plan editorial content for the year; create all marketing content including monthly articles for *The Kansas City Star* Homes section, website content, brochures, and all social-media updates.

Edited *Out Of The Shadow: I Can And I Will*, A Memoir By Darol Rodrock.

Editor and Writer, Hallmark Cards, 2005 - 2014

Planned content for Anyone & Masculine and Expressions & Ambassador card lines, partnering with designers and artists to deliver against aggressive deadlines.

Provided editorial for *Noon News*, the company's internal newsletter, and creative content for the merchandising department.

Wrote *My Sister, My Friend*, A Gift Book From Hallmark.

Wrote *To My Teacher: Thanks for Everything from A to Z*, A Gift Book From Hallmark.

Freelance Editorial Work, *Firstline* and *DVM* Magazines, 2006 - 2012

Responsible for Copy Editing of magazines before publication.

Associate Editor, *Veterinary Economics*, 2004 - 2005

Edited and wrote on topics such as Business Management, Human Resources, Financial Solutions. Oversight of freelance writers including accounts payable. *Winner of the 2006 Bronze ASBPE Award for Feature Series.*

Associate Editor, *HOTELS* Magazine, 2004 - 2004

Edited and wrote articles pertaining to technology and food and beverage within the hotel industry. Traveled throughout the U.S. to trade shows, hotel openings, and other social events; interviewed influential leaders in the business.

WRITING EXPERIENCE

Copywriter, *Better Homes & Gardens*, 2015 - Present

Tour homes and create content for multiple-page brochures on Kansas City estates, ranging from \$1.5 million and up, for local real-estate agent.

Freelance Writer, *Ripley Entertainment Gift Books*, 2018 - 2020

Wrote content for two gift books, including *Nitro Circus: Legends, Stories and Epic Stunts*; fact checked *Sideshow and Other Carnival Curiosities* book.

Freelance Writer, *Constance M. Cooper Charitable Foundation*, 2016 - 2019

Researched and wrote the foundation's history and legacy program.

PROFICIENCIES

Microsoft Word

Microsoft Excel

Quark Xpress

Catalog Magician

PHILANTHROPY

Notre Dame de Sion High School

*Director of Fundraising
Special Events for the
Alumnae Association*

Mission Trail Elementary

*PTO Vice President
Membership Committees*

Blue Hills Country Club

*Founding Member of the
Tennis Committee*

WRITING EXPERIENCE, CONTINUED

Freelance Writer, The John J. Sullivan Charitable Foundation, 2014 - 2019

Researched and wrote the foundation's history, marketing materials, and letters.

Freelance Writer, The Welcome House, 2018 - 2019

Researched and wrote the not-for-profit's history and inspirational resident stories for the website and marketing materials.

Freelance Writer, *Leawood Lifestyle, Johnson County Lifestyle, and Lee's Summit Lifestyle* Magazines, 2009 - 2017

Wrote a varied collection of lifestyle pieces, highlighting businesses, local personalities, charitable organizations, and more.

Freelance Writer, *iSixSigma* Magazine, 2007 - 2012

Undertook extensive interviews and wrote articles on business organizational methods, company success stories, and up-and-coming leaders.

Freelance Writer, *iParenting*, A Disney-Owned Company, 2002 - 2009

Wrote articles on parenthood, health, technology and societal trends for iParenting.com and *Pregnancy* and *Baby Years* magazines. Was responsible for a monthly column on entertainment for toddlers in *Baby Years*.

Copywriter, *Hammacher Schlemmer* Catalog, 2003 - 2004

Wrote copy for the company's catalog, website, promotional brochures, *Sky Mall*, and other marketing materials. Attended Marketing Schedule Meetings; communicated changes to the Creative Department.

Reporter, *The Business Journal*, 2002 - 2003

Wrote on topics relating to the legal and retail industry in Kansas City. Attended Content Planning Meetings, community meetings, and social events.

Freelance Writer, *Illinois Meetings & Events* and *Today's Chicago Woman*, 2003 - 2005

Wrote on topics ranging from event space and meeting trends in Illinois to society trends and Chicago retail.

EDUCATION

Master of Journalism, The Medill School of Journalism at Northwestern University
Magazine Publishing, Writing, and Editing

Bachelor of Journalism with a Minor in Spanish, The University of Missouri
Graduated Magna Cum Laude

INTERNATIONAL EDUCATION

Edith Cowan University, Perth, Australia, Fall 1999

Bilingual School, Cuernavaca, Mexico, Summer 1998