

Patricia Kaowthumrong

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SKILLS SUMMARY

Basecamp and Wrike | Project Management | SEO | Google Analytics and BrightEdge
Long-form Feature Writing | Press Release Creation | Content Planning | Copy Editing
Press Release Creation | Ad Copy and Sponsored Article Writing | Content Audits
Drupal and Wordpress CMS | Google Analytics and BrightEdge | Basic HTML
Email Programs/Marketing | Social Media Management | Adobe Photoshop and InDesign
Fluent in Thai | Proficient in Associated Press Style

PROFESSIONAL EXPERIENCE

Miles Partnership, Lakewood, CO

April 2014 to Present

Content and Project Manager

- Served as primary content creator and project manager for the annual Wyoming Office of Tourism's *Official Travelers Journal* — distributed to more than 154,000 visitors per year.
- Collaborated with a team of two other writers/editors to create and maintain content-marketing assets for the Colorado Tourism Office, including the *Official State Vacation Guide* and Colorado.com.
- Functioned as editor and project manager for Colorado Tourism's Seasonal Travel Magazine — *Love, Colorado* — reaching more than 170,000 subscribers three times a year.
- Produced original content plans, magazine concepts, and marketing materials that aligned with client requests and goals.
- Worked with advertisers and industry partners to create sponsored articles and ad copy for Colorado.com — which reached more than 9.6 million visitors annually — that aligned with their marketing campaigns and goals.
- Wrote and edited articles that adhered to client brand standards and needs; assigned stories to freelancers; and managed fact-checking, copyediting, and proofreading.
- Built and executed project schedules and managed budgets.
- Managed client relationships and led client meetings.
- Used Google Analytics and BridgeEdge to track performance of articles and optimize content to increase website visitor traffic; uploaded articles using a Drupal content-management system.
- Wrote and edited content as needed for other Miles Partnership clients, including West Virginia Tourism, Capital Region USA, Pennsylvania Tourism Office, and Hawaii Tourism Authority.
- Managed and guided freelance writers to support the production of content that aligned with client and advertiser needs, brand voice, and style.
- Utilized Basecamp and Wrike to manage and track progress of projects.

Asian Avenue Magazine, Denver, CO

January 2011 to Present

Volunteer Staff Writer

- Contributed cover stories and feature-length articles for the monthly magazine.

- Interviewed and profiled recipients of the Colorado Asian Culture and Education Network's Asian American Heroes of Colorado Award (featured as the magazine's May cover story) for eight years running.

National Business Media, Broomfield, CO

August 2012 to April 2014

Staff Writer

Hotrod and Restoration magazine, *Performance Business* magazine, and *Restyling and Truck Accessories* magazine

- Facilitated business-to-business relations through the design of three weekly newsletters.
- Acted as primary content creator for three different automobile-focused publications.
- Authored and posted a minimum of 20 web articles per week and two feature-length print articles per month.
- Collaborated with publication editors to meet daily and weekly deadlines.
- Managed publication websites, and Facebook, LinkedIn, and Twitter pages.

EDUCATION

University of Colorado at Boulder

August 2010

School of Journalism and Mass Communication

Bachelor of Science, News-Editorial

School of Arts and Sciences

Bachelor of Arts, Psychology

August 2010