

Patricia Kaowthumrong

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SKILLS SUMMARY

Long-Form Feature Writing | Reporting | Copy Editing | Ad Copy and Sponsored Content
Content Planning | Drupal and WordPress CMS | Recipe Creation, Testing, and Formatting
Google Analytics and BrightEdge SEO | Basic HTML | Email Marketing | Adobe Photoshop and InDesign
Project Management | Content Audits | Proficient in Associated Press Style
Fluent in Thai | Mentoring/Employee Development

PROFESSIONAL EXPERIENCE

5280 Magazine, Denver, CO

July 2019 to Present

Assistant Food Editor

- Curated the daily digital dining coverage for 5280.com—which receives an average of 708,084 pageviews per month—by assigning, editing, uploading, and publishing up to 12 articles weekly.
- Authored single- and multi-source stories for 5280.com and the Eat & Drink section of 5280's monthly print magazine, which has a readership of about 385,000.
- Contributed to three culinary-centric print features annually.
- Handled the print and web business listings for the magazine's Dining Guide.
- Responded to pitches from freelance writers and PR representatives on a daily basis.
- Worked with PR representatives to produce and fact check thoughtful, accurate content.
- Dined at local restaurants and attended tastings on behalf of the magazine multiple times a week.
- Managed freelance writers and a dining intern to support the production of content that aligned with 5280's needs, brand voice, and style.

Miles Partnership, Lakewood, CO

April 2014 to July 2019

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 reaches 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.
- Acted as the direct report for the team's content coordinator.

Asian Avenue Magazine, Denver, CO
Volunteer Staff Writer

January 2011 to July 2019

- 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 nine 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

School of Journalism and Mass Communication

Bachelor of Science, News-Editorial

August 2010

School of Arts and Sciences

Bachelor of Arts, Psychology

August 2010