

# Katie Palmer

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## EDUCATION

**Whitworth University**, Spokane, WA, 2009 -- 2013

B.A. English  
Minor: Communication

### *Education Abroad*

Studied theatre & art in London, January 2012

Studied Italian language, literature, fashion and branding in Milan, Italy, February-May 2012

## PROFESSIONAL EXPERIENCE

**Health & Safety Specialist**, People to People Ambassador Programs, Jan. 2014 - Present

Oversee the day-to-day operations of the department, respond to parents and students regarding sensitive health and safety concerns before and during travel season, oversee the Travel Aide program which allows parents to travel with their child for health-related reasons.

**Health & Safety Coordinator**, People to People Ambassador Programs, Sept. 2013 - Jan. 14

Provide exceptional customer service while working with families before, during and after travel to ensure safe travels, write procedure manuals, create and edit business processes, handle escalated incidents during travel season.

**Co-Founder & Editor**, She's Charming, Sept. 2013 - Present

Create, edit, and curate content on the lifestyle website, [www.shescharming.com](http://www.shescharming.com), Promote content on various social media platforms, maintain a master Editorial Calendar, partner with brands to host giveaways and other projects, Help coach and guide interns

**Delegate Care Coordinator | Duty Officer**, People to People Ambassador Programs, March - Sept. 2013

Managed incidents occurring during student travel and assess all recorded incidents for correct spelling and level of customer service. Prepare and present in-depth training materials for over 50 new employees, edit and produce procedure manual content, and work with customers to resolve escalated incidents.

**Market Development Intern**, People to People Ambassador Programs, Jan - May, 2013

Part of a marketing research team to propose a new plan of action to increase enrollment. Prepare in-depth, grassroots marketing proposals as an alternative to national campaigns.

**Staff Writer**, Global Citizen Daily, 2013

Wrote articles published on People to People's sister website, Global Citizen Daily.

**Blog Writer | Freelancer**, MOVE Guides, 2013

Wrote posts related to my hometown of Seattle, which appear on MOVE Guides' blog. Recently worked on a freelance project researching the city of Portland.

**Content Curator/Quality Control**, Everplaces, 2012-2013

Monitor and add content focusing on coffee shops, boutique hotels, and design, contribute to the blog as well as research and produce content for niche travel apps which are available on iTunes.

**Office Assistant**, Whitworth English Department, 2010-2013

Assist with scanning, research projects for professors, and help with events.

**Student Ambassador**, Whitworth University Admissions, 2010-2013

Assist admissions counselors with travel arrangements, lead tours to prospective students, use public speaking skills to present Whitworth University in an accurate and pleasant manner.

**Assistant Editorial Editor**, Rock & Sling Literary Magazine, 2010-2013

Read and edit poetry and prose submissions to determine which pieces will appear in the journal.

**Advertising & Editorial Intern**, Mediabus, Summer 2012

Worked on the marketing/advertising team for e-commerce store, managed social media, and ran Google AdWords campaigns for clients.

**Blog Writer**, Tangodiva, 2011-2012

Wrote weekly blog posts about culture, hotels, & restaurants for the travel website, Tangodiva.com (over 40,000 visitors per month).

**Staff Writer**, Whitworth University Publications, 2011-2012

Produced content for university publications including the alumni magazine, university website, and university brochures.

**Assistant Editor**, Bakpak Travelers Guide, 2011

Fact-checked for the updated version of the annual guidebook, produced travel pieces for the website, and planned and executed a new social media plan for the brand's facebook page.

**Website Intern**, Wanderlust & Lipstick, Summer 2011

Provided photos that identified with the brand for site redesign.

**Website Writer/Social Media Manager**, Girls' Guide to the World, 2010-2011

Contributed to the travel blog with posts on travel products and destinations, wrote descriptions of and researched several destination pages, and managed the social media for the entire site.

**Assistant Art Editor**, Script Literary Magazine, 2011

View and make decisions regarding art submissions for the annual university publication.

**Scene Reporter/Copy Editor**, The Whitworthian, 2009-2010

Wrote feature stories covering campus events and edited stories for spelling and grammar.

**Intern**, The Snohomish Tribune, 2009

Mentored by the editor and wrote feature stories and event previews for the weekly publication.

## SKILLS

### General

Writing and editing, Customer Service, Online Support, Online Content Management, Collaborative Tools (SharePoint), CRM, Chicago and AP Style, Business Processes, Producing and delivering training, Data Entry, Mentoring

### Expertise with Macintosh and PC's

Microsoft Word, Excel, PowerPoint, Adobe Photoshop, Adobe InDesign, iPhoto, Pages, Numbers, Keynote, experience with blog making and maintenance, familiar with page layout for newspapers, magazines, and websites

### Writing Specialties

Experience writing to fit different brand's voices, mastery in creative nonfiction, fiction, poetry, and research writing. Journalistic skills include writing feature and news articles, previews, and reviews. Experience with reviewing venues such as restaurants and hotels on a professional level, expertise in Chicago and AP Style.

## INTERESTS

Travel, fashion, literature, writing, photography, design, interior decorating, art