

KAY SEVERINSEN
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AWARD-WINNING COMMUNICATIONS PROFESSIONAL A skilled writer, editor and marketing communications professional with more than 10 years of experience in public relations, marketing and messaging, graphic design, print and web content and project management. Familiar with social media tools and website analytics. A creative problem-solver with strong people skills.

WORK EXPERIENCE

SOCIETY FOR VASCULAR SURGERY, Chicago, Illinois 2014 – present

Assistant Director, Public Relations – In this newly created role, develop and coordinate ongoing public relations program to increase visibility for the vascular surgeon specialty, create public awareness of vascular health concerns and solutions and heighten coverage of annual meeting and vascular research. Direct media contacts have increased from one or two per year to one to four per month. Also managed content migration and staff training for new association website, and coordinate and manage continuous updates, including article posts. Coordinated with magazine staff to develop updated page design. 2015- present

Communications Manager - Managed editorial calendar, wrote, edited and developed content for the society's membership newsletters and monthly member magazine. Worked with freelancer and publishing vendors to coordinate deadlines and content. Assisted and advised staff with communications; managed website updates. Worked with development team on new website. 2014-2015

DEMI & COOPER ADVERTISING, Elgin, Illinois

2013-2014

Account Manager

Managed projects, medical accounts and creative team to develop successful campaigns, often on very tight deadlines. High volume position required the ability to juggle multiple projects simultaneously. Developed blog for medical consulting firm; wrote all content based on key topics of interest to their clients; developed and wrote content for the client's other social medial platforms, including Twitter, Facebook and LinkedIn. Worked closely with our SEM team to manage digital advertising.

DREAMTOWN.COM

2013-2014

Paid blogger for Dreamtown.com, a well regarded Chicago-area real estate website. Developed story ideas, research and interview for background information. Favorite topics related to walkable neighborhoods, creating community. This position continued a Sun-Times column which ran in print and online for more than five years.

SUN-TIMES MEDIA Chicago, Illinois

2007-2013

Digital Manager/ Interactive Editor, custom publications

2010-2013

Edited, developed and managed content for Sun-Times Media online sections including real estate, autos, food, health and many other topics. Worked with vice presidents, directors and groups to develop and launch new Internet projects. Provided research and background materials to pitch new business in many product categories. Developed web content strategies to improve visits and click-throughs. Survived more than a dozen rounds of layoffs on a small staff that was taking on increasing duties. July, 2010 to March, 2013. Additional responsibilities:

- **Developed processes and managed content migration** for Sun-Times Media special sections; trained editors and staff on new content management system, trouble-shot transition; set up analytics and reports for new system.
- **Analyzed web traffic statistics** for SEO effectiveness and reader interest, using Omniture and Google Analytics.
- **Used Facebook, Twitter** and other social media to drive traffic to custom websites and increase reader awareness of our branded pages.

Editor, SearchChicago-Homes, Sun-Times News Group.

2007-2010

Wrote real estate articles, integrated web content with *Sun-Times* print content, wrote a weekly column for the *Sun-Times* real estate section. Story package, "Eyes on the streets," was featured as a cover story for weekly Sun-Times section. Developed working partnerships with key stakeholders to improve product. Prioritized strategies and managed content during migration of all STM sites to new cloud-based system. July, 2007 to summer, 2010.

COLLEGE OF DUPAGE / NATIONAL LOUIS UNIVERSITY

2006-2007

Adjunct Instructor. Taught English and writing courses.

NAPERVILLE NORTH HIGH SCHOOL Naperville, Illinois

2004-2006

Teacher and Broadcast Club Adviser. Revamped journalism curriculum; advised the Broadcast Club.

PLAINFIELD SOUTH HIGH SCHOOL Plainfield, Illinois

2001-2004

Teacher and Newspaper Adviser. Launched student newspaper at PSHS with a crew of students rejected from other classes. Inspired and directed student editors who went on to win four awards in a regional high school journalism competition.

EDUCATION

NATIONAL LOUIS UNIVERSITY Chicago, Illinois

Master of Science, Written Communication

NORTH CENTRAL COLLEGE Naperville, Illinois

Type 09 Certificate of Secondary Education

UNIVERSITY OF ILLINOIS Urbana-Champaign

Bachelor of Science, Journalism

AFFILIATIONS

TRUSTEE Naperville Library Board 2013- present

COORDINATOR / PRESENTER Marriage Preparation Seminars, St. Thomas Church, Naperville