

**KAY SEVERINSEN**  
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**AWARD-WINNING JOURNALIST / COMMUNICATIONS PROFESSIONAL** A skilled writer, editor and marketing communications professional with more than 10 years of experience in storytelling, 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**

### **LEAGUE OF WOMEN VOTERS OF NAPERVILLE**

**2021– present**

**Newsletter editor** – Retirement project, managing monthly newsletter, The Voter, using Mailchimp. Updated and improved graphic design, readability and functionality. Solicit and curate content, edit, design and proofread.

### **SOCIETY FOR VASCULAR SURGERY, Chicago, Illinois**

**2014 – 2019 (retired)**

**Assistant Director, Public Relations** – Promoted to a newly created role to re-ignite a public relations program for the vascular surgeon specialty, create public awareness of vascular health providers and heighten coverage of annual meeting and vascular research. Direct media contacts increased from one per year to two to three per month. Developed relationships with editors and writers at US News and World Report, the Wall Street Journal, Cardiology Today's Interventions, You the Owner's Manual podcast and others.

As webmaster, managed content migration and staff training for new association website, and coordinate and manage continuous web updates, including article posts. Developed staff training process for managing their web content; coordinated press releases and web content have increased page views 47 percent in the past year. Developed a list of specialists to respond to media requests, developed an ongoing program of regular press releases. Developed and manage social media for the association. 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. 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, researched and interviewed sources for background information.

**SUN-TIMES MEDIA / SUN-TIMES NEWS GROUP Chicago, Illinois**

**2007-2013**

- **Digital Manager/ Interactive Editor, custom publications**  
**Edited, developed and managed content** for Sun-Times Media online sections including real estate, autos, food and health. 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 click-throughs. Survived more than a dozen rounds of layoffs during Great Recession.
- **Real estate columnist** for Sun-Times print Sunday edition for four years. Also provided occasional content for other sections, such as story package, "Eyes on the Streets" for features section.
- **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.
- **Saved company more than \$9000 / year.** Renegotiated a vendor contract at a time of company financial instability and saved the firm more than 40 percent.
- **Used Facebook, Twitter** and other social media to drive traffic to custom websites and increase reader awareness of our branded pages.
- **Started internship program** for Sun Times Media Special Sections. Worked with local universities to provide unpaid interns who added to our slim staff while learning real life newsroom skills

**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, Illinois.** Bachelor of Science, Journalism

**AFFILIATIONS**

**TRUSTEE** Naperville Library Board 2013- 2019

**COORDINATOR / PRESENTER** Marriage Preparation Seminars, St. Thomas Church, Naperville 2011-2016