



Caroline Kettlewell

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An experienced and versatile science, nature, and conservation writer. I specialize in communicating complex topics in accessible, informative and engaging formats for a general reader. With more than 25 years' experience writing about basic and advanced research in fields including human health and behavior, technology, and environmental science and sustainability, I am passionate about sharing the work of experts dedicated to creating a healthier, sustainable, and equitable future for all.

- Accomplished interviewer with hundreds of hours of conversations with experts across many fields
- Comprehensive researcher with the ability to rapidly locate and assimilate information from diverse sources
- Collaborative and strategic thinker
- Detail-oriented copyeditor and proofreader
- Flexible multitasker able to balance multiple projects and timelines

• work samples at carolinekettlewell.com •

Writing & editing

Freelance writer for higher-education and nonprofit print and digital publications

2011-present

- Specializing in health and science, research, and individual profiles.
- Clients include University of Virginia alumni magazine, University of Virginia School of Arts & Sciences, Virginia Commonwealth University School of Medicine, United Network for Organ Sharing, University of Richmond alumni magazine, University of Richmond law magazine.

Contributing editor, *Virginia Living* magazine

2007-present

- Write “natives” column for each issue, offering engaging profiles of Virginia’s native flora and fauna and highlighting the work of Virginia’s natural-resources experts, with a focus on dispelling myths and misconceptions and highlighting unusual or little-known facts.
- Contribute feature stories and profiles on diverse topics and Virginia individuals of note.
- Indexed stories at virginaliving.com/topics/caroline_kettlewell/

Freelance copywriter and copyeditor

1995-present

- Copywriting, copyediting, and proofreading for nonprofit, commercial, and individual clients and agencies, in a diverse range of subject areas, for print and digital. Formats include books, news magazines, feature stories, brochures, annual reports, website copy, print and digital newsletters, direct-mail, radio advertising, speeches, research reports, blogs, social media.

Contract web and marketing writer, Randolph-Macon College

2011-2013

- Developed new website “landing” pages for majors and individual programs.
- Built out complete sections for individual departments and programs.
- Scheduled and conducted interviews, wrote copy, coordinated approvals, edited in Sitecore CMS.

Feature contributor, *Washington Post “Weekend”*

2000-2007

- Wrote immersive narratives focused on energy, the environment and sustainability, outdoor recreation and adventure, travel, culture, and contemporary life.

Author, *Electric Dreams* (Carroll & Graf hardback & paperback, optioned for feature film) 2004

- An inspiring true story of students, teachers, and an electric-car competition.
- *Publisher's Weekly* starred review, *School Library Journal* "Best adult books for high school students" selection.

Senior copywriter, Sharon Brooks & Associates 1996-1998

- Collaborated in creative teams for conceiving, developing, and executing extensive range of collateral, direct-mail, radio, and other communication materials.

Writing, coaching, and consulting

RVAWrites 2016-Present

- Providing comprehensive support for developing middle school and high school writers across a range of humanities courses, AP, SAT/ACT, and college-application essays.
- Focus on developing skills in comprehension, analysis, synthesis, and critical writing.

Teaching

Writer in Residence, middle school, Sabot at Stony Point School 2013-2017

- Supported students in workshop model writing and revision across the curriculum.
- Worked in strongly collaborative team within an inquiry based educational model.
- Student writing recognized by Scholastic Art & Writing Awards and *New York Times* "Year in Rap" contest.
- Developed and co-edited faculty WordPress blog and Instagram accounts.

Adjunct Instructor, Randolph-Macon College Department of English 2009-2013

- Designed and taught "The Art of Editing," an introduction to the fundamentals of copyediting.
- Designed and taught fully online course in ravel writing for students participating in January term global travel courses.
- Developed curricula to teach departmental courses in literature and college composition.

Technology and social media

- Experience in WordPress & other CMS, HTML & CSS, Photoshop, Premiere, InDesign, Google suite, Audacity, Instagram, Twitter, Facebook, ConstantContact, SoundCloud.

Education

BA in English, *cum laude*, Williams College

MA in English, writing & editing, George Mason University

Professional Development

- Classroom in the Wild environmental filmmaking - American University School of Communication, Center for Environmental Filmmaking, March 2018.
- Knight Center for Journalism in the Americas, Duke Center for Documentary studies online coursework in social media, audio, and multimedia communications.