

KEVIN KAUTZMAN, MFA

Award-winning Creative Copywriter
& WordPress Developer

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ABOUT ME

I'm an award-winning creative writer and WordPress expert with international experience and over a decade experience working for a wide range of clients in digital. I've written blog posts, white papers, landing page and website copy and bring a unique combination of creative and analytical skills to my work. I'm always seeking opportunities to bring these skills to work and would be glad to discuss how we can collaborate.

EDUCATION

The Michener Center for Writers at the University of Texas at Austin

2013 | MFA, Creative Writing

The University of Minnesota

2003 | BA, History & Philosophy

EXPERIENCE

K2 CREATIVE DIGITAL

Freelance 2007 – Present

K2 Creative is my digital agency brand, where I lead projects for clients including Chegg, the International Association of Fire Fighters and Lucky Guy Bakery. This work ranges from creative copywriting to WordPress development and digital marketing. Find us at ktothe2.com.

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SEND IT RISING DIGITAL MARKETING

Digital Copywriter *Nov 2012 – February, 2018*

Advise Media Group (AMG) is an SEO & New Media Marketing firm based in Las Vegas. With AMG I:

- Wrote search engine optimized blog posts and landing pages utilizing Storify and WordPress in support of online marketing campaigns on behalf of a variety of companies in different industries, including Discount Tire and Treasure Island Casino.
- Copyedited the book-length "Everybody's Doing It," which became the #1 release in the Amazon SEO/Digital Marketing category upon release.

NEUROLEADERSHIP INSTITUTE

Senior WordPress Developer *September 2015 – April 2019*

The NeuroLeadership Institute (NLI) is a global human resources consultancy with education programs worldwide, serving Fortune 500 Clients with training programs at scale. With NLI I:

- Led major, complex and responsive web development projects.
- Maintained a suite of ten high, premium-traffic WordPress installations including: product demo, streaming video and membership services.
- Acted as strategic partner to the Digital Marketing Manager, to whom I report and who in turn reports to the CEO.

TEACHERS-TEACHERS.COM | (TELECOMMUTE)

National Account Coordinator & Marketing Copywriter *Mar 2005 – July 2010*

Teachers-Teachers.com is the nation's leading online education recruitment company. With Teachers-Teachers.com I:

- Wrote, proofed and distributed marketing copy in support of clients' recruitment efforts to hundreds of thousands of job-seekers.
- Analyzed data and prepared and presented numerous reports to all levels of education recruitment stakeholders, from individual districts to state and federal departments of education.
- Provided hundreds of telephone and online training sessions to human resources personnel at schools around the United States, teaching the use of the Teachers-Teachers.com website and best recruitment practices and strategies.
- Managed a portfolio of 250+ organizational clients with a billing exceeding \$200k annually.
- Represented the company at recruitment fairs around the Midwest.
- Installed and managed an online message board and project management software for the Personnel Improvement Center, a key client. After leaving Teachers-Teachers.com I would continue to support the Personnel Improvement Center and remain contracted to them as a freelance consultant.
- Used CRM to manage tasks and report to the CEO.