

Kimberly Nylander Herrera Freelance Writer & Copy Editor

159 North Marion Street ♦ Oak Park, IL 60301 ♦ 847.687.1839 ♦ kherrera.chicagowrtier@gmail.com

Profile

Over 10 years experience developing, implementing, and managing diverse communication plans for corporate clients. Two years working in multi-media environments including writing, editing and production in the publishing and consulting industries. An organized, detail-oriented, and conscientious self-starter, with an ability to strategize and prioritize effectively to accomplish multiple tasks. A highly skilled listener and communicator, able to assess client needs and convey necessary information with clarity and enthusiasm.

Skills Summary

- ◆ Content Development
- ◆ B2B & B2C Markets
- ◆ Manuscript Editing
- ◆ Interviewing
- ◆ Abstracting
- ◆ AP Style
- ◆ Online/Print Research
- ◆ Knowledge of SEO/HTML
- ◆ Copy Editing/Proofreading

Professional Experience

Online & Interactive Media Markets

- **Freelance Writer/Copy Editor, Cengage Learning** *(October 2010 – Present)*
 - Write original content for the consumer business blog “Arrived Prepared.com.” Develop cultivated content to drive SEO for client site.
 - Copy edit content for business, research and lifestyle blogs. Edit stories for accuracy, clarity, completeness, objectivity, grammar and spelling, organization, readability and style.
 - Research and write original abstract content for descriptions of national print publications for use by online consumers.
 - **Freelance Writer/ Researcher HighBeam Research/Encyclopedia.com** *(April 2009 – September 2010)*
 - Developed fact based question and answer sets from assigned online source material for large scale subscription and ad-based website. Source materials included: medical, legal, historical, biographical, and arts related texts.
 - Analyzed financial and business articles, charts, and graphs to abstract questions relevant to specialized online industry readers.
 - Conducted research utilizing Associated Press Planner to develop recommendations for question and answer sets pertaining to forthcoming news stories for online research website.
 - Edited 40,000+ user generated questions for integration into company website.
 - **ELearning Content Writer/Production Editor, LRM Consulting, LLC** *(November 2010 to April 2011)*
 - Developed original content for eLearning modules designed to support and educate individuals in career transition within the private sector. Outputs included: data and analytics, narrator scripts, instructional key points, table of contents and online interactive learning activities.
 - Provided recommendations to software and Internet developers regarding multi-media design formats including, layout, photography, screenshots and video.
 - Conducted analysis of content to ensure specifications were met for electronic delivery across client learning management systems.
 - Ensured project deliverables were met on time and within budget.
-

Internal Corporate Communications

- **Writer/Project Manager, Various Client Base Fortune 100 – Nonprofit** *(June 2001 to present)*
 - Led the design and execution of change management and communication plans for senior leadership of Fortune 500 companies. Outputs included: executive presentation materials, leader scripts and targeted employee communication campaigns.
 - Wrote and delivered corporate webcast presentations for audiences of geographically dispersed employees on matters related to corporate compensation and benefit plans, union avoidance and organizational restructures.
 - Created and edited company newsletters.
 - Developed and wrote post-merger integration human resource policies for use in Fortune 100 company acquisition.

Academia

- **Researcher, National Louis University** *(February 1996 – May 1998)*
 - Collaborated in the written development of item analysis phase of test construction project for the revision of a nationally published word finding assessment.
 - Interviewed 480 research subjects. Prepared written summary of interviews for key stakeholder presentation.
 - Prepared and edited faculty manuscripts for publication.
 - Analyzed and abstracted data for faculty research on the efficacy of early childhood education programs.

Employment

Freelance Writer/Copy Editor, Oak Park, IL

April 2009 – Present

Human Resource Consultant, Oak Park, IL

June 2006 - Present

Provide customized communication and human resource solutions targeted to the small/emerging business market. Provide strategic career coaching services to leaders across the career lifecycle.

Human Resource Business Partner

February 2004 - June 2006

W.W. Grainger, Inc., Lake Forest, IL

Corporate Senior Human Resource Manager

June 1998 - February 2003

Verizon Avenue/Verizon Communications, Corp., Lake Forest, IL

Manager, Compensation & Benefits

(1999 – 2001)

Human Resources Specialist

(1999 – 1999)

Human Resources Coordinator

(1998 – 1999)

Research Associate,

February 1996 - May 1998

The Early Childhood Leadership Project (a not-for-profit academic organization supported by the Tribune McCormick Foundation), National Louis University, Evanston, IL

Research Associate, The Ryan Endowed Chair in Special Education

Education

The University of Wisconsin, Madison

Bachelor of Arts Degree, English

Affiliations

- *Chicago Women in Publishing*
- *Women In Management, West Suburban Chapter*