

KLD Communications

Karen L. Degen
*Marketing Communications/
Copywriting Professional*

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A Marketing Communicator & Copywriter's Credentials

With over 20 years of marketing communications and copywriting expertise, my extensive background includes producing marketing pieces and writing for large corporations, small businesses and individuals who want to increase their visibility in the marketplace.

Corporations for which I have worked include Alltel Corporation (now part of Verizon), Ameritech, Avantgo (software), Kaiser Permanente, Options Clearing Corporation, Perini Corporation, and others. I have also provided services to a number of small, medium and franchised businesses such as Diablo Realty, Financial Publishing, General Learning Communications, Hanson Bridges Attorneys and State Farm Insurance. My background includes producing marketing and promotional products for hospitals, including Newton-Wellesley Hospital (Newton, Mass.) and the University of Chicago Hospital. In addition, I have worked for two small marketing agencies in the San Francisco Bay Area where my clients included attorneys, physicians and financial institutions.

What I Can Offer My Clients

- Demonstrated ability for producing and executing successful communication plans and products for a variety of clients in a wide range of industries, including:
 - Construction
 - Financial services
 - Hospitals and medical centers

- Insurance services
- Law offices and individual attorneys
- Medical groups and individual physicians
- Real estate
- Telecommunications

- Successfully provided the following to my clients:
 - Annual reports
 - Article placement and writing of articles
 - Broadcast media
 - Business-to-business brochures
 - Case studies
 - Change management consulting
 - Communication plans
 - Consumer brochures
 - Corporate video scripts
 - Direct mail letters
 - Direct response packages
 - Executive summaries
 - Ghost-writing for executives
 - Online and print newsletters for both internal and external audiences
 - Manuals/User guides
 - Policy and procedures
 - Print advertisements
 - Print management
 - Proposals
 - Promotional copy
 - Toolkits for the introduction of new products and services:
 - * Backgrounders
 - * Elevator speeches
 - * Product overviews
 - * Key messages
 - Training documents
 - Presentations
 - Press releases
 - Radio advertisements and PSAs

- White Papers

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Professional Experience

- | | |
|----------|---|
| 11 Years | KLD Communications, Freelance Communications Consultant/
Copywriter |
| 2 Years | The University of Chicago Hospitals, Public Affairs, Marketing
Communications Specialist |
| 2 Years | The Options Clearing Corporation, Marketing and Public Relations,
Communications Analyst |
| 2 Years | Alltel Corporation, External Affairs, Communications Administrator |
| 1 Year | Marchand Marketing, Marketing and Public Relations Agency,
Copywriter |
| 3 Years | Perini Corporation, Business Development, Marketing Coordinator |

Education

**Master of Science
Communications Management**
Simmons College, Boston, Massachusetts

Bachelor of Arts
University of California at Berkeley