

Contact

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Summary

Content management specialist with 8+ years of experience delivering high-impact content, driving process workflow optimization, and managing cross-functional projects across medical healthcare insurance, publishing, sports, technology, and electric industries. Proven record in developing and documenting strategic plans, tactical processes, and detailed procedures aligned to organizational goals. Adept at developing high-quality, comprehensive deliverables with quick turnarounds, including precise editing of extensive (200+ page) technical documents. Passionate about grammatical accuracy and clear, consistent writing. Seeking a content-focused position to leverage my copywriting, editing, and organizational skills.

Technical Skills

- **Design** | Adobe Creative Suite, Canva
- **Website CMS** | Wordpress, Wix, SquareSpace, Weebly, Kentico
- **Email CRMs** | MailChimp, HubSpot, Constant Contact
- **Collaboration and CMS Admin** | Microsoft 365 & SharePoint, Microsoft Office Suites, Google Workspace
- **Project & Process Management** | Smartsheet, Microsoft Visio, Nintex Process Manager, Microsoft Planner, Microsoft Power Automate

Certifications

- **Lean Six Sigma Green Belt** | DuraBante 2024
- **Foundations of Project Management** | Knowledge City 2022

Kylie Frandsen

Portfolio: <https://kifrandsen.wixsite.com/kyliefrandsen>

Work Experience

• **Sr. Technical Writer and Process & Project Management Consultant** | DuraBante

Sep 2024 - Present

- Create and update a style guide and templates for consistent design, documentation, and writing style for deliverables for 4 large government and commercial clients.
- Edit all interactive web-based trainings, quick reference guides, and presentations for clarity and accessibility for a 5-year, \$5 million government contract for the VA.
- Build, document, and standardize over 350 processes by quickly turning large data sets from over 8,000 documents into clear, consistent deliverables.
- Manage government, commercial, and marketing project schedules, reviews, and reports using automation tools.

• **Content & Communications Manager** | DuraBante

Jul 2020 - Present

- Reconfigure and manage Microsoft 365, company intranet (SharePoint), and other content management system (CMS) policies, processes, and training for user and document access.
- Create social media strategy and posts, gaining 2,000 organic followers in 4 months.
- Write, design, and edit website pages, internal and executive communications, trainings case studies, marketing materials, email campaigns, proposals, and white papers.
- Report to and work with C-suite executives for all projects and responsibilities.

• **Content Specialist & Consultant** | DuraBante

Jul 2020 - Sep 2024

- Created and updated Medicare call center scripts and reference materials based on call listening, client and user feedback, and data analysis.
- Coordinated as project lead with client leadership and stakeholders from conception to implementation for product and system redesigns.

• **Content Creator and Web Management Specialist** | USA Track & Field

Sep 2019 - May 2020

- Authored and designed the brand's 50-page book of website guidelines and technical instructions used by hundreds of national employees and association officers.
- Created, transferred, and managed on-brand content via Kentico CMS for the newly launched and redesigned USATF national website and its 56 local associations.
- Created on-brand training materials for the web masters of the local associations.
- Crafted internal and external communications and campaigns for 130,000 members.

• **Assistant Writer** | The Greyhound Club

Jan 2019 - Aug 2019

- Wrote, designed, and copyedited on-brand content for internal and external documents, email campaigns, letters, speeches, and marketing materials.
- Executed fundraising campaigns and appeals targeting tens of thousands of alumni and the community, targeted through an internal CRM database.

• **Editor-in-Chief & Editorial and Design Intern** | Etchings Press

Jan 2017 - May 2019

- Designed and edited journals, anthologies, websites, newsletters, and chapbooks.
- Edited over 50 works for publication in a bilingual anthology and blog.
- Organized, marketed, and hosted community events and readings.
- Managed teams of 12-15 editors in content selection, copyediting, and marketing.

Education

Bachelor of Arts: Majors in Professional Writing and Creative Writing, Minor in Ceramics | University of Indianapolis