

Karen Doss Bowman

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Versatile freelance writer and editor, experienced in covering a broad range of subjects, including health and wellness topics, issues in higher education, best practices in newspaper management and engaging personality profiles. Experience includes 12 years as a staff writer and editor for Bridgewater College, Georgetown University and Radford University. Recent projects include researching and writing Web content for the University of Virginia Health System and writing feature articles for *Vim & Vigor*, *Bridgewater Magazine*, *HealthQuest*, *Country's Best Log Homes* and *Shenandoah Living*.

FREELANCE CLIENTS

Health and Medical

Vim & Vigor (the magazine of UVA Health System)

UVA Health System Marketing Department (Web content)

HealthQuest (the award-winning magazine of Rockingham Memorial Hospital)

Education

Bridgewater Magazine (Bridgewater College)

James Madison University's College of Business (Contributing Web content)

Madison Magazine (James Madison University)

Arts & Sciences Magazine (University of Virginia)

Roanoke College Magazine

W&L: The Alumni Magazine of Washington & Lee University

Other

Country's Best Log Homes

Shenandoah Living

Presstime (the magazine of the Newspaper Association of America)

Messenger (the magazine of the Church of the Brethren)

PROFESSIONAL EXPERIENCE

Freelance Writer and Editor, Bridgewater, VA, July 2005 to present.

Write feature and news articles, marketing materials and Web content for colleges and universities, corporate and non-profit organizations, and consumer magazines. Specialize in health topics, higher education and personality profiles.

Editor, Bridgewater Magazine, and Director of Media Relations, Office of College Relations, Bridgewater College, Bridgewater, VA, July 2001-July 2005.

Oversaw production and distribution of *Bridgewater Magazine* and the annual *President's Report and Honor Roll of Donors*, planned content, developed story ideas, wrote and edited articles, supervised freelance writers, and coordinated photography and artwork. Managed

publicity for college events. Fulfilled special writing assignments, including biographies for guest speakers and award recipients, and scripts for special events.

Director of Alumni Relations, Office of Institutional Advancement, Bridgewater College, Bridgewater, VA, April 1998-June 2001.

Coordinated and marketed alumni events for Bridgewater College, including Homecoming, Alumni Weekend and off-campus events throughout Virginia and other states. Directed the activities and meetings of the Alumni Association Board of Directors. Created and wrote *Eagle Currents*, an e-mail newsletter sent monthly to more than 1,100 alumni. Managed the College's stewardship efforts.

Alumni Editor, Office of Communications, Georgetown University, Washington, DC, July 1996-April 1998.

Wrote feature articles for *Georgetown Magazine*; the *Blue & Gray*, Georgetown's biweekly faculty/staff newspaper, and *The Pulse*, the Georgetown Medical Center's alumni publication. Edited and proofed *Georgetown Magazine*, the *Blue & Gray* and several other alumni publications. Assigned and edited articles by freelance and staff writers and shot photos to accompany stories.

Public Relations Specialist & Graduate Intern, Office of Public Information and Relations, Radford University, Radford, VA, May 1994-July 1996.

Researched and wrote feature articles for *RU*, Radford University's award-winning alumni magazine and *RU News*, the faculty/staff newspaper. Wrote copy for informational and recruitment brochures, including posters, newspaper ads and radio spots. Edited articles for alumni chapter newsletter and designed the publication in QuarkXPress. Wrote media releases.

EDUCATION

Graduate Studies: Coursework in Corporate and Professional Communication
Radford University, Radford, VA, 1993-1995.

Bachelor of Arts: English, *Cum Laude* Minor: Music
Bridgewater College, Bridgewater, VA, 1991.

References and portfolio of published writing samples available upon request.