
Kari Delany

Summary of Aptitude

- Solid writing & research capabilities
- Seasoned in interpersonal navigation & communication
 - Team player & solo voyager
 - Excellent whistler

Recent Occupational History

Content and Copy Writer and Editor: Self-Employed March 2011 – Present

- Compose concise and professional marketing content for websites, marketing copy, professional correspondence, newsletters, and other informational materials
- Effectively optimize content for search engine traffic (SEO)

Content Writer/ Jr. Site Optimizer: Sage Hospitality (Denver, CO) October 2011 - Present

- Compose search engine optimized content for websites representing hotels across the United States.
 - Hotels include Marriott, Hilton and IHG hotels as well independent hotels
- Assist in optimizing each website for search engine traffic (SEO) using the latest and most effective optimization strategies

Project Coordinator for Women Entrepreneurs: Self-Employed April 2009 – Present

Depending on nature of business and project, coordination includes:

- Lead and/or integrally assisted the development of diverse large and small-scale projects
- Contribute to conceptualization and ongoing strategic review and analysis of project evolution
- Liaise between individuals involved in each project (i.e. client, creative development team, authors and/or other contributors, photographers, etc):
 - Ensuring effective communication of project goals and deadline
 - Delegating essential tasks and monitoring progress of individuals and team
 - Facilitating productive collaboration
 - Maintaining detailed and thorough records of progress and materials (including hard copy and digital materials)
- As contracted, independent venture, manage and maintain business operations while fostering a diverse client base, built solely on positive personal referrals

Recent Projects Include:

- **Health Festival:** Community-based initiative focused on healthy lifestyle choices and accessibility to health opportunities within an expansive urban community
- **Multi-Author Book:** Including the work of 18 authors and contributors, this unique publication examines the fostering of communities that are successfully able to integrate individuals with disabilities in a symbiotic and synergistic manner
- **Visual Display Design and Merchandizing:** Designed and coordinated window and store displays within an independent retail environment, focused on creative product placement and merchandizing

Personal and Administrative Assistant: Self-Employed April 2009 – August 2011

- Provided assistance with diverse administrative tasks including database creation and management, phone and email communications, social media, filing, and scheduling.
- Addressed miscellaneous needs per individual and business, from lifestyle and business enhancement services for individuals with disabilities, to spatial modification and organization, to maintenance of merchandise and materials.

Internships

Project Intern, Contaminants of Emerging Concern: Institute for Environmental Solutions

October 2009 - February 2010

- Collaborating with a small team, developed community-oriented projects focused on environmental awareness and responsibility, particularly related to the prevention of chemical contaminants in public waterways.

Personal Assistant to the Founder: Pomegranate Place (Denver, CO)

October 2009 - May 2010

- Aided founder of organization with daily operations of non-profit women's center. Sampling of activities included writing marketing copy, preparing for community events, maintaining records, managing database, scheduling, communications and research.

Education

University of Denver: Denver, Colorado

2002 - 2006

Institute for American Universities: Aix-en-Provence, France

2005 (Supplemental study abroad)

University of Granada—Centro de Lenguas Modernas: Granada, Spain

2003 (Supplemental study abroad)

Bachelor of Arts (*cum laude*), Critical and Cultural Studies, Theatre Minor, GPA 3.89/4.0

Member: Golden Key Honors Society, Wellness Program, Honors Program, Theatre Ensemble

Awards and Recognition: Provost Scholarship, Dean's Honor List, Selected Marsico Intern

Contact

LinkedIn Profile: <http://www.linkedin.com/in/karidelany>