

## Kirsti P. Kenneth

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Award-winning content developer and educator with a passion for innovative interpretations. Over a decade of experience turning complex ideas into compelling stories, curricula, and experiences, both online and offline. Seeking opportunities to help organizations engage, educate, and expand their audiences through creative, high-quality content and training.

### Experience:

#### **CONTENT AND CURRICULUM CONSULTANT, Tampa, FL** (January 2013 - present)

Develop creative, wide-ranging content with international reach, including articles, videos, infographics, lesson plans, presentations and team-building experiences; coach individuals to employ best practices in content creation and management; have garnered national awards and established a track record of streamlining organizational processes, attracting funder interest and propelling audience growth.

- Manage and author educational content for NewseumED.org (lesson plans, case studies, timelines and online exhibits); since 2013 launch, site has grown to over 100,000 registered users with a reach of over 11 million educators and students
  - Awards: National Council for the Social Studies Endorsement (2017); American Association of School Librarians Best Website for Teaching and Learning (2018); Association for Education in Journalism and Communication Best Practices in Teaching Media Literacy (2019)
  - Over \$1.5 million in outside funding received to date for content expansion
- Devise and manage development of multimedia engagement tools to enrich audience outreach, social media, presentations, and classes; collaborate with designers and video producers; original infographics (including “E.S.C.A.P.E. Junk News” and “Is This Story Share-Worthy?”) have attracted new partners/funding and been translated into multiple languages
- Create and carry out content strategies to better communicate organizational strengths and objectives, highlight unique attributes, and attract new audiences (web content, newsletters, etc.)
- Coach individuals to improve content creation and management skills, including navigating feedback from diverse stakeholders and devising systems to streamline processes
- Write and oversee production of custom exhibits for organizations (American Association of University Women, Student Youth Travel Association) to showcase their strengths, milestones, and evolution in memorable ways
- Author keynote speeches and presentations for NewseumED leadership
- Create content for and present to high-stakes audiences including board members, corporate and foundation donors, and top-tier journalists
- Write articles for publication on NewseumED.org and in periodicals (Social Education, National Council for the Social Studies Bulletin, syndicated “First Five” column)
- Develop revenue-generating team-building and audience enrichment experiences, including curricula, training, and collateral materials (activity books, custom “swag,” etc.)

#### **NEWSEUM**, Washington, DC (August 2008 - December 2012)

- **Curriculum Developer** (Full time, August 2010 - December 2012)  
Oversaw all aspects of the Newseum Education Department’s on- and off-site content, including the creation of an online resource portal that evolved into NewseumED.org; managed and trained a staff of part-time educators and volunteers; created content and logistical plans for family programs and special events.

- o Managed the creation, evaluation and revision of all on-site classes, professional development workshops, and resources for classroom teachers
- o Devised content and logistics for Family Days, Scout Days, and other special events designed to draw visitors
- o Created the Newseum's long-running, revenue-generating team-building experience: Ace Reporter Challenge
- o Created content for exhibits, including authoring captions/descriptions and designing an interactive "photo-op" activity to illustrate how political candidates shape their image
- o Presented at numerous national and regional conferences and symposia
- o Originated an ongoing poster series featuring Newseum artifacts adapted for classroom use
- **Teacher** (20-30 hours/week, August 2008 - July 2010)  
Honed my presentation skills, became well-versed in curriculum standards, and demonstrated the ability to create compelling educational content and unique visitor experiences.
  - o Taught classes to thousands of students and adults, including teacher professional development workshops
  - o Developed new lesson plans to distribute to classroom teachers
  - o Developed new classes using innovative approaches including a giant board game and custom-made kits to explore communication methods

**FREELANCE WRITER/EDITOR**, Washington, DC (August 2007 - June 2009)

Created original content on a wide variety of topics for online publication and completed a manuscript about my family's history as circus performers.

- Authored articles, FAQs, and timelines for the FRONTLINE website
- Produced the first FRONTLINE program website to feature a pre- and post-broadcast blog

**FRONTLINE (WGBH TV)**, Boston, MA (August 2004 - July 2007)

- **Associate Researcher** (Full time, August 2006 - July 2007)  
Conceived, researched and wrote original material for the FRONTLINE website, including articles, slideshows, FAQs, interactive timelines, informational sidebars, etc.
  - o Conducted and edited original interviews with scholars, experts and film participants
  - o Worked with producers to ensure alignment of content and enhancement of viewer experience
- **Administrative Assistant** (Full time, August 2004 - July 2006)  
Acted as the central hub for office communication and directly supported FRONTLINE's two executive producers and series manager; rapidly expanded responsibilities to include research and writing for projects supporting fundraising and online content
  - o Prepared deeply-researched reports vetting potential funders
  - o Organized special events including workshops and conferences

**Education:**

**Yale University**, New Haven, CT

- B.A., American Studies, May 2004. Phi Beta Kappa, Magna Cum Laude

**Other Skills:**

- Wordpress site construction and maintenance
- On-camera presenting and voice-over
- Collaborative project management programs including Basecamp, Smartsheet and Google tools