

Kirsti P. Kenneth

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Award-winning content developer and educator with a passion for innovative interpretations and collaborative creation. Over a decade of experience turning complex ideas into compelling stories, curricula, and experiences. 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 and organizations to employ best practices in content creation and management; national awards and established track record of streamlining processes, attracting funder interest, and propelling audience growth.

- Coach clients including non-profits and large municipal organizations to implement and maintain content best practices through workshops, consultation, custom resources, and one-on-one problem-solving sessions
- Managed and authored extensive educational content for NewseumED.org (lesson plans, case studies, timelines and online exhibits); from 2013 launch through 2019, site grew 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 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?” for NewseumED) have attracted new partners/funding and been translated into multiple languages
- Create and carry out content strategies to better address user needs, communicate organizational strengths and objectives, highlight unique attributes, and attract new audiences (web content, newsletters, etc.)
- Provide content analysis to support improvement of existing websites and projects and provide direction for future initiatives
- 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 executives and non-profit leaders and personally present to high-stakes audiences including board members, corporate and foundation donors, and top-tier journalists
- Write articles for publication online 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.

- Managed the creation, evaluation and revision of all on-site classes, professional development workshops, and resources for classroom teachers
- Devised content and logistics for Family Days, Scout Days, and other special events designed to draw visitors
- Created the Newseum's long-running, revenue-generating team-building experience: Ace Reporter Challenge
- Created content for exhibits, including authoring captions/descriptions and designing an interactive "photo-op" activity to illustrate how political candidates shape their image
- Presented at numerous national and regional conferences and symposia
- 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.

- Taught classes to thousands of students and adults, including teacher professional development workshops
- Developed new lesson plans to distribute to classroom teachers
- 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.

- Conducted and edited original interviews with scholars, experts and film participants
- 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

- Prepared deeply-researched reports vetting potential funders
- 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
- Drupal site maintenance and content editor training
- On-camera presenting and voice-over
- Collaborative project management programs including Basecamp, GitLab, InVision, Smartsheet, and Google tools