

# Vanessa Mallory Kotz

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## Experience

**Technical Skills:** TMS, Raiser's Edge, FileMaker Pro, Microsoft Office Suite, Adobe Creative Suite, Blogger, Wordpress, Constant Contact, Mail Chimp, and other content management tools, Canva, CRM management and html coding

### Digital Copywriter

Jansen Communications (remote) June 2017–present  
Jansen Communication is a boutique marketing firm based in Reston, Virginia, that supports small businesses with a focus on websites, email marketing, blogging, Linked-in, and social media planning and posting.

### Gallery Administrator

Bethesda Fine Art (part time) September 2017–present  
Assist experienced gallerist in reaching 21<sup>st</sup> century markets, including PR, marketing, sales, and admirative efforts, as well as running the gallery four days per week.

### Freelance Writer, Editor, and Marketer

Spring 2001–present

I have developed, strategized, proofread, edited, written, and contributed to books, catalogues, brochures & other ephemera, and educational wall texts for museums, websites, newsletters, smart phone apps, marketing campaigns, and social media platforms for the following:

- Magazines & Newspapers: *Metalsmith Magazine*, *BayLife* magazine, *Potomac Lifestyle* magazine, *Montgomery* magazine, CulturespotMC blog, *On Tap* magazine, *Popular Photography*, *American Photo*, *The Town Courier*, Wide Horizon Media, Prose Media, *North Potomac Times*, *AmericanStyle* and *Niche* magazines, *Blood Journal*, *Sculpture Review*, *Washington Independent Review of Books*
- Galleries, Museums & Publishers: Bethesda Fine Art, The Galleries at Moore College of Art and Design (Philadelphia), Yale University Press Art/Architecture catalogue (annual since 2013), Bizlinc, The Phillips Collection, Phoenix Art Museum, Tucson Museum of Art, Richard E. Peeler Art Center (Indiana), writings of artist and curator Al Miner, art educator and Professor Teresia Bush, and Professor Gray Sweeney
- Blogs & Digital Marketing: Bethesda Fine Art, Blackwell Real Estate, Academy of Professional Family Mediators, Alpha Omega Translations, Quotidian Theatre Company, Bizlinc, ScanMyPhotos, Austin-Weston, The Center for Cosmetic Surgery, RefreshinQ, LoriMeg Designs, Ceres Talent, Grove Properties
- Grants & Fundraising: Tucson Museum of Art, American Alliance for Theater & Education, YES Foundation, AZ Ballet School, AZ Arts Chorale

### Communications, Marketing and Publications Manager

The Writer's Center, Bethesda, MD July 2014–August 2017

- Planned, budgeted, and carried out all marketing activities for a 40-year old literary organization that offers writing workshops, events, and assistance to writers.

- Hired, managed, and mentored a team of specialized interns and volunteers
- Researched and prepared relevant data analysis to monitor and gauge the success of email and digital marketing campaigns and their relevance to workshop registrations
- Developed marketing/PR partnerships with regional and statewide organizations
- Wrote press releases, pitched stories, and managed relationships with the press
- Developed messaging and prepared talking points, FAQ answers, and speeches
- Oversaw content and design for all social media applications (Facebook, twitter, blogger, Instagram, YouTube, Pinterest) and digital and e-mail marketing, as well as Google AdWords
- Represented the Center at community functions such as book fairs, panels, and literary festivals
- Served as Executive Editor of the tri-annual *The Writer's Guide*  
Functions included editorial planning, photography, graphic designer and contributor management, feature writing, design layout, advertising sales, and distribution of 20,000 copies throughout the metro-DC area
- Designed or produced and maintained non-*Guide* print collateral materials (postcards, brochures, business cards, event invitations, posters, tickets, external ads, etc.)
- Planned, booked, and led design for seasonal advertising campaigns (print and digital) to promote workshops, art exhibitions, readings, the writers' studio, and the Center at large
- Collaborated with Development Manager to create fundraising campaigns
- Performed daily maintenance of writer.org and a major redesign in 2015
- Took photographs and/or recorded selected events
- Worked with CSS & HTML coding to build pages and update templates
- Organized rotating art exhibitions by curating, installing, and promoting four shows per year

### **Managing Editor, *Quarterly***

Goucher College, Baltimore, MD

2013–2014

- Managed all aspects of production of the college's alumnae/i magazine, from concept to final product
- Wrote stories, feature articles, and news for the magazine
- Hired and managed freelance writers and photographers and managed vendors
- Managed the Assistant Editor and interns

### **Copy Writer, Catalogue and Direct Mail Coordinator**

Jan. 2012–Nov. 2013

The Johns Hopkins University Press, Baltimore, Maryland

- Identified, planned, and executed catalogue, direct mail, and email campaigns for the marketing department of the Books Division
- Wrote promotional (electronic, print) and jacket copy and for approximate 200 scholarly and trade books per year, implementing input from editors, authors, and marketing peers; negotiated final decisions with tact and diplomacy
- Managed production, distribution, cost monitoring, and results reporting for seasonal and subject catalogues, book jacket copy, direct response campaigns, and course adoption postcards and emails
- Researched, selected, and ordered mailing lists; coordinated all bulk mailings and bulk emails for marketing department; served as liaison to list brokers; coordinated postage advances; monitored revenue from sales of JHUP mailing lists

**Editor (Federal position)** 2004–2009  
Hirshhorn Museum and Sculpture Garden, Smithsonian Institution, Washington, DC

- Collaborated with graphic designers, development officers, curators, museum director, authors, photographers, and printers on all phases of the production of press, marketing, development, and educational materials
- Generated, managed, and tracked production and editorial schedule
- Established and managed editorial board, edited *Hirshhorn* magazine, published three times per year
- Wrote, edited, and proofread invitations, press releases, feature articles, e-newsletter, brochures, website, signage, and advertising for dynamic content, appropriate tone, accuracy, and style, as well as brand consistency
- Wrote speeches, talking points, and “letter from the Director”
- Set and managed communications department budget
- Maintained style guide for the museum
- Wrote government contracts and managed outside vendors including printers, mail houses and photographers; handled procurement and purchasing for services under strict federal regulations
- Acquired images and rights for complicated illustrated publications
- Fulfilled press inquiries for local, national, and international media outlets

## Education

Arizona State University, Tempe, Arizona  
Master of Arts /Art History 2001  
Certificate in Scholarly Editing and Publishing 2001  
Bachelor of Arts/Art History Cum Laude 1997

## Awards and Scholarships

Academic Scholarship 2000–2001  
Demund Scholarship Nomination 1999  
Graduate Fellowship 1998–2000

## Volunteer Work

- Public Relations Chair, Board of Directors, Washington Metropolitan Philharmonic Association October 2016–present
- Founder, Baltimore Writers Workshop 2013