

KAREN E. KLUGH

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OBJECTIVE

To support your mission and business objectives by promoting your initiatives, services and/or products through clear and concise writing.

PROFESSIONAL EXPERIENCE

Freelance Writer. Karen Klugh Writing LLC, Fredericksburg, VA 2015-Present.

- Deliver clear, concise messaging across multiple platforms.
- Provide writing support for association clients.
- Monitor industry news and develop relevant social media posts.
- Experienced in developing newsletter articles, speeches, letters to editor, brochure copy, talking points, Congressional testimony, news releases, and news bulletin emails.

Communications Director. American Financial Services Association, Washington, DC, 2007-2015.

- Managed the association's internal and external communications, including member communications, media relations, and public affairs.
- Responsible for strategic communications and message development.
- Kept members apprised of association and industry news through multiple channels, including website, emails, and social media.
- Conveyed the association's position through written materials, including annual report, speeches, testimony, talking points, fact sheets, and brochures.
- Provided regular status reports to the Board of Directors.
- Served as primary media contact, responding to inquiries and promoting the initiatives of the association and its education foundation. Wrote and placed several op-eds and letters to the editor.

Account Executive. Communications Marketing Group, Tysons Corner/McLean, VA, 2006-2007.

- Wrote marketing plans, creative briefs, newsletters, website content, press releases, and proposals.
- Managed marketing communication projects for several association and nonprofit clients, while providing regular status reports to clients.
- Performed media relations for association clients.
- Created an employee newsletter and shared writing, interviewing, and editing responsibilities.
- Proposed and implemented company-wide diversity program.

Communications Assistant. Senator John Heinz History Center, Pittsburgh, PA, 2005-2006.

- Wrote weekly articles for the *Pittsburgh Post-Gazette* on history topics.
- Wrote press releases, radio spots, and event and exhibit promos for third-party websites.
- Created and executed media plans; pitched stories/followed up with the media.

Freelance Writer. Rachel Carson Homestead Association, Springdale, PA, May 2005 – October 2005.

- Wrote press releases, program overviews, background sheets, fact sheets, and other background materials; pitched stories to the media.
- Designed field trip brochure.

EDUCATION

M.A. in Corporate Communications

Duquesne University, Pittsburgh, PA. May 2005.

B.A. in Communication and Media Studies, Minor in English

Pennsylvania State University, The Behrend College, Erie, PA. May 1999.

PUBLICATIONS

Pittsburgh Post-Gazette: Published more than 100 history articles in children's section in 2005-2006.

Christian Science Monitor: Published feature article on November 24, 1998.

AFFILIATIONS/VOLUNTEER WORK

Kappa Tau Alpha – National Honor Society in Journalism and Mass Communication

Society of St. Vincent de Paul (current volunteer)

Public Relations Society of America (past member)

National Association of Professional Women (past member)

International Association of Business Communicators (past member)

Penn State Alumni Association, Allegheny County Chapter (past member)

Pittsburgh Cares (past member/volunteer)