

KENNY NORTON

770-894-1069

kenny@nortonwriting.com www.nortonwriting.com

SIGNIFICANT QUALIFICATIONS

Corporate Communication Writing and Editing

- Writing samples include press releases for state senators, corporations, and special events; feature articles for employee newsletters; news articles; and a video script.
- Contributed to the *Georgia Senate Weekly Wrap Up Report* by writing the “Bio’s in Brief” articles and covering the Judiciary committee for the “In Committee Action” section, which I also edited.
- Achieved press placement of special events and legislation in local and state media.
- Publicized the newly created and growing Upper School program by placing coverage of special events and new programs on the front page of the school newspaper or on key spreads in the yearbook so that parents both in Upper and Lower School became aware of the program and aided in improving upper school retention from 30% to 60%.
- Revised and rewrote curriculum, organizational documents, and an employee handbook.

SEO Copywriting/ Web Content Writing and Editing

- Web content writing samples include SEO articles and optimized copy for a variety of web sites and companies.
- Edited, rewrote, and optimized over 3000 articles to ensure consistency of style, tone, and message for Bizzoodle.
- Wrote meta data using target key words and phrases for SEO articles with the intent to improve search ranking.
- Know HTML and can use Dreamweaver to edit and write web content.
- Familiar with keyword selector tools such as Overture, Wordtracker, and Google’s keyword tools.
- Familiar with tracking results and traffic using Google Analytics and Google Webmaster Tools.

Desktop Publishing

- Use InDesign, Photoshop, PageMaker, Word, Excel, Publisher, and PowerPoint to create documents.
- Taught and modeled journalism skills and layout design using PageMaker to students, achieving the All Southern Award, the highest award given by the Southern Interscholastic Press Association, highlighting outstanding layouts and design, copywriting, and photography for two yearbooks in 2003 and 2004.

EDUCATION

Master of Education in English, Georgia State University, Atlanta GA, 2002

Bachelor of Science in Communication, Kennesaw State University, Kennesaw GA, 1998