

# Kathryn A. Szumanski, M.A., M.S.

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## EDUCATION

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Columbia University, Graduate School of Journalism, Master of Science, May 2005  
Villanova University, Master of Arts in History, December 1997  
Villanova University, Bachelor of Arts, May 1995, Magna Cum Laude – 3.84 overall GPA  
Double Major: History and Political Science; Double Minor: English and Spanish  
*Academic Honors*: Phi Beta Kappa, Phi Alpha Theta; Omicron Delta Kappa; Christopher Dawson Medallion for Excellence in the Study of History

## WORK EXPERIENCE

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VILLANOVA UNIVERSITY COLLEGE OF LIBERAL ARTS AND SCIENCES

**DIRECTOR OF COMMUNICATION:** AUGUST 2004 TO PRESENT

Create and execute communications, marketing, and public relations strategies to support the College's goals through issue identification and analysis, message development and delivery, and collaboration with University and professional school communications teams; function as the key intra- and inter-college communications link; write and edit University and College publications, including a monthly e-newsletter and articles for magazines and other newsletters; manage and mentor mid-level College leadership as it relates to communications strategy development and implementation for both internal and external constituencies; and develop and direct communications projects that form the basis of a robust communications platform for the College of Liberal Arts and Sciences.

VILLANOVA UNIVERSITY OFFICE OF DEVELOPMENT

**DIRECTOR OF COMMUNICATION:** APRIL 2003 TO AUGUST 2004

Directed, planned, executed, and managed the Development communications program; worked closely with the Vice President for Institutional Advancement to implement priorities and create messages for internal and external communications for gift publicity, alumni magazine, newsletter, public relations, and special reports; wrote and edited articles; drafted proposals at all levels of giving; and coordinated the work of program officers in preparing documents, reports, and other materials.

NATIONAL CENTER FOR CHILDREN IN POVERTY, COLUMBIA UNIVERSITY

**COMMUNICATIONS MANAGER AND PUBLIC INFORMATION OFFICER:** JULY 2001 TO APRIL 2003

Created and executed marketing plan; directed appropriate usage of corporate logo and other organizational identity elements; built architecture for Web site; wrote content on site; wrote and edited content for marketing publications; assembled and customized informational products; responded to inquiries from the news media.

KIDSPACE NATIONAL CENTER FOR KIDS OVERCOMING CRISIS

**MANAGER OF COMMUNICATION AND CREATIVE SERVICES:** APRIL 2000 TO JULY 2001

Managed operation of the Creative Services and Fulfillment departments, and KPTV, KidsPeace's on-site television studio; served as senior writer/communications coordinator (see below); and supervised staff of 13 employees.

**SENIOR WRITER/COMMUNICATIONS COORDINATOR:** OCTOBER 1999 – TO JULY 2001

Wrote, edited, and facilitated the copy approval process for all literature including magazine, advertisements, brochures, newsletters, and Web site content; supervised staff of six writers.

LEHIGH CARBON COMMUNITY COLLEGE'S WRITING CENTER

**WRITING TUTOR:** SEPTEMBER 2000 TO MAY 2001

Assisted students throughout all phases of the writing process.

RODALE PRESS — *RUNNER'S WORLD UK* MAGAZINE — CIRCULATION 250,000)

**WRITER/EDITORIAL ASSISTANT:** JANUARY 1999 TO SEPTEMBER 1999)

Wrote feature-length articles on topics related to running, fitness, health, and nutrition; edited copy; coordinated art and photography to accompany articles; marathon pace-setter for

magazine's Team in Training program.

*THE ST. LOUIS DAILY RECORD* (NEWSPAPER)

**STAFF WRITER:** JUNE 1998 TO OCTOBER 1998

Wrote legal and business articles; edited news copy; wrote headlines and photo captions.

*THE NORTHEAST TIMES* (NEWSPAPER — CIRCULATION 200,000)

**GENERAL ASSIGNMENT REPORTER:** JANUARY 1998 TO MAY 1998

Wrote news articles as assigned by editor; conducted in-depth interviews and research; designed pages on Quark Xpress; wrote headlines and photo captions.

*THE KING OF PRUSSIA COURIER* (NEWSPAPER — CIRCULATION 12,500)

**EDITOR-IN-CHIEF:** SEPTEMBER 1997 TO DECEMBER 1997

Managed production of weekly newspaper; wrote news and feature articles; coordinated staff of freelance writers and photographers; edited copy; designed page layout.

*THE LEGAL INTELLIGENCER* (NEWSPAPER)

**NIGHT EDITOR:** JULY 1997 TO SEPTEMBER 1997

Wrote and edited news copy; wrote headlines and photo captions; designed page layout.

VILLANOVA UNIVERSITY'S OFFICE OF PUBLIC RELATIONS

**WRITER/EDITOR:** SEPTEMBER 1995 TO MAY 1997

Wrote feature-length articles published in alumni magazine, and faculty and staff newsletter; edited copy; wrote and distributed press releases.

## COLLEGIATE WORK EXPERIENCE

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VILLANOVA UNIVERSITY'S OFFICE OF RESIDENCE LIFE

**HEAD RESIDENT:** AUGUST 1995 TO MAY 1997

Managed and evaluated staff of 15 resident assistants in the largest residence hall on campus.

**RESIDENT ASSISTANT:** AUGUST 1993 TO MAY 1995

Supervised students living in community residence halls on campus.

VILLANOVA UNIVERSITY'S WRITING CENTER

**WRITING TUTOR:** AUGUST 1993 TO MAY 1995

Assisted students throughout all phases of the writing process.

## EXTRA-CURRICULAR ACTIVITIES

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VILLANOVA UNIVERSITY'S NEWSPAPER OF RECORD, *THE VILLANOVA*

**EDITOR-IN-CHIEF:** NOVEMBER 1993 TO NOVEMBER 1994

Coordinated total operation of weekly newspaper published 10 times a year; wrote and edited articles; developed editorial plans; supervised staff of more than 30 students.

**NEWS EDITOR:** NOVEMBER 1992 TO NOVEMBER 1993; **ASSISTANT NEWS EDITOR:** NOVEMBER

1991 TO NOVEMBER 1992; **STAFF REPORTER:** AUGUST 1991 TO NOVEMBER 1991

VILLANOVA UNIVERSITY'S MARCHING BAND

**MUSICIAN (FLUTE):** AUGUST 1991 TO MAY 1995

Performed at University events including football and basketball games.

## INTERNSHIPS

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WHYY-91 FM, NATIONAL PUBLIC RADIO MEMBER STATION, PHILADELPHIA, PA

**INTERN AND PRODUCTION ASSISTANT:** MAY 1996 TO AUGUST 1997

Assisted producers and host Marty Moss-Coane with broadcast of live, call-in talk show.

THE CIVIL WAR LIBRARY AND MUSEUM, PHILADELPHIA, PA

**INTERN:** MAY 1996 TO JANUARY 1997

Wrote articles for newsletter; coordinated Web site content; assisted visitors with research; maintained correspondence with board of directors.