



Kara Bader



### Profile

The written word is my passion. A savvy copywriter, proofreader and editor, nothing makes me happier than crafting website content, social media posts, newsletters, promotional literature, articles and blogs.

My experience working as an in-house creative and journalist have contributed to my success as a pragmatic and thoughtful writer and editor.

### Contact



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Kara (Dunford) Bader



[karabader.com](http://karabader.com)

### Skills

Adobe Creative Cloud  
Basecamp  
Constant Contact  
Google Docs  
Google Trends  
Hootsuite  
Microsoft Office  
Microsoft SharePoint  
Microsoft Teams  
WordPress  
Workfront

### Education

UNIVERSITY OF CINCINNATI  
Bachelor of Arts in English and  
Comparative Literature  
Cincinnati, OH

### Experience

#### Site Copywriter | Walgreens

Chicago, Illinois

2020 – present

Walgreens.com and Photo homepage copy strategy and creation. App promos, site banners, affiliate banners, shop pages, and other weekly site creation.

#### Copywriter | Elkay Manufacturing Company

Downers Grove, Illinois

2017 – 2020

Residential- and commercial-sector content creation for plumbing division of a multi-billion dollar global manufacturing company. Marketing, printed literature, digital content, social media, naming and registered trademark legal coordination.

#### Freelance Copywriter | Soft Surroundings

2016 – 2017

Composition of catalog and web copy for women's apparel brand. Research of the fashion industry and positioning of apparel products by competing brands.

#### Freelance Copywriter | Frontgate, Cinmar

2016 – 2017

Development of headlines, catalog copy, web copy and blog content for home furnishings retailer, Frontgate, a brand that reaches 83 million households annually.

#### Brand Copywriter | Frontgate, Cinmar

West Chester, Ohio

2014 – 2016

Development of headlines, catalog copy, web copy and blog content for home furnishings retailer, Frontgate.



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## Achievements

Self-financed 100% of university tuition and expenses through academic scholarship and full-time employment

Short story "Leapster" published by two university literary journals (The Cincinnati Review and Short Vine, 2012)

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## Awards

CINCINNATI USA  
OUTSTANDING EDUCATOR  
AWARD SCHOLARSHIP  
Honoring the work of Don Koller | 2007

Recipient of writing competition scholarship award

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## Styles

The Chicago Manual of Style  
Associated Press Style Modern Language  
Association Style  
American Psychological Association Style

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## Organizations

ASSOCIATION OF  
NATIONAL ADVERTISERS  
2017 – present

NATIONAL SOCIETY OF  
LEADERSHIP AND SUCCESS  
2011 – present

## Experience continued ...

### Freelance Writer | How to be a Redhead 2013 – present

Feature writer for online lifestyle source, How to be a Redhead. Development of health, beauty and fashion articles relevant to a global online audience. How to be a Redhead is devoted to empowering redheaded women through confidence.

### Assistant Editor | ST Media Group International Cincinnati, Ohio 2012 – 2014

Edit copy, write news articles, conduct interviews, manage product sections and trade show preparation for the industry trade brand and magazine, Package Design.

### Sales Associate/Team Leader | American Eagle Outfitters Cincinnati, Ohio 2007 – 2012

Promote positive morale amongst employees through competition, games and goal-orientated challenges. Train new recruits on register, sales floor, stockroom, replenishment, floor-set and visual merchandising.

## References

**Neil Schmidt**  
Copy Project Manager, Frontage  
513.382.9504

**Mallory Bott**  
Marketing Specialist, Elkay  
847.946.5659

**Katie Kelley Schmid**  
Proofreader, Frontage  
513.368.0883

**Helen Liaskos**  
Graphic Designer/Business Analyst  
630.272.4973