

Kathleen M. Karlsen

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Education

2001 M.A. Humanities	California State University-Dominguez Hills
1993 Teacher Training	Montessori International
1991 Management Certificate	Educational Institute/American Hotel/Motel Association
1987 B.A. Studio Art	College of William and Mary, Williamsburg, VA

Marketing and Communication Skills

- Copywriter/editor for ads, press releases, flyers, sell sheets and brochures
- Scriptwriter for commercials, documentaries and promotional videos
- Author of 150 syndicated articles with over 75,000 article views

Web Development Skills

- Keyword research and search engine optimization for websites
- Website traffic analysis and targeted content development
- Custom creation of title, keyword, alt and description tags
- Search engine and directory submissions, ad creation, online marketing

Teaching and Instructional Design

- Designed and taught training programs for hospitality staff and volunteers
- Wrote and hosted a three-part series of instructional videos on allergy-free diets
- Taught art/music in school, community and studio settings part-time
- Presented seminars on design psychology, logo creation and symbolism

Business and Event Management Skills

- Project manager for marketing and media production company
- Planned/executed food services for 12 major conferences for 500-3,000 participants
- Supervised up to 40 regular staff and 60 volunteer staff
- Managed an annual hospitality services budget of \$800,000
- Conducted employee performance evaluations and regular staff meetings

Additional Professional Training and Courses

- Leadership in Instructional Technology
- Adult Education/ Teaching Literacy
- Higher Education Program/Resource Management
- Educational Research
- Educational Statistics
- Accelerated Learning

Computer Proficiencies

- Dreamweaver/ Photoshop/InDesign CS3
- Microsoft Word /Excel/PowerPoint
- Google Analytics
- Google Webmaster

Work History

• Living Arts Enterprises, LLC	Vice President, Copywriter, Manager	1997-present
• Living Arts Studio	Creative Arts Instructor, Part-Time	1997-present
• Summit University	Department Head- Food Services	1987-1997
• The Health Shoppe	Assistant Manager	1984-1987

Selected Writing Credits and Publications

Online Articles

- 150 syndicated articles online; 75,000 article views; Ezine Articles Expert Author
- additional articles at <http://www.livingartsoriginals.com> (1,500 visitors/day)
- writing samples at <http://www.kathleenkarlsen.com>

Commercials/Films/Video Scripts

- “ZoneBalance: The Key to Health and Rejuvenation”, Writer, Promotional Video, 1997
- “Leonard Nimoy’s Y2K-A Family Survival Guide”, Infomercial, Commercials, 1999
- “Gluten-Free Magic”, Writer and Host, 3-Part Instructional Videos Series, 2000
- “The Journey of A Soul: The Life of Lillian E. Doherty”, Biographical Documentary, 2000

Print Articles

- “Discover The Power of Design Psychology”, *Natural Life News*, 2001
- “The Power of Chinese Animal Symbolism”, *International Feng Shui Quarterly*, 2001
- “Scents That Make Sense: Aromatherapy & Indoor Air Quality”, *Natural Life News*, 2001
- “Beauty with a Purpose: Creating Dynamic Environments”, *Natural Life News*, 2001
- “When Johnny Can’t Eat Wheat”, *Community Food News*, 2003
- “Creating A Personal Paradise with Art,” *Yellowstone Country Magazine*, 2005

Grants and Proposals

- “Antique Edibles: Heirloom Gardening”, Montana Committee for the Humanities, 2003
- “Environments of Power”, 13-Part Documentary Series Proposal, 2001
- “Strange Realities: The Fascinating World of Synesthesia”, Black Dog Films, 2001
- “Nature’s Pharmacy”, 13-Part Documentary Series Proposal, 2001
- “The Silent War: Strengthening Immunity”, Documentary Proposal, 1999
- “The Power of Soy”, Editor, 3-Part Documentary Series Proposal, 1999

Other Publications

- “The Color-Music Connection: Philosophical, Aesthetic and Scientific Perspectives”
Master’s Thesis, California State University, May 2001

Artwork Publications and Awards

- Book Cover Art, *Fortunate Wisdoms* by Theresa McNicholas, 2009
- Magazine Cover Art Work, *Natural Life News and Directory*, May-June Issue, 2007
- Book Cover Art, *Sunday Roses*, Sirius Publishing 2007
- Cover Art Work, *Natural Life News and Directory*, May-June Issue, 2004
- Featured Artist, Early Learning DVD Program, Soul Learning Company, 2004
- 4th Place Winner, Judge Larry Zabel, MIA 3rd Annual Art Show 2004