

KATHLEEN (KAY) DALY

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PROFESSIONAL EXPERIENCE

Project Editor ed2go (A Division of Cengage Learning) 04/2010 - Present

Write, develop, edit, and project manage online courses.

- Edit and write educational content provided by subject matter experts in a wide range of topics.
- Update and revise existing courses to improve quality and align with corporate standards.
- Format and upload course content using Moodle and a proprietary learning management system.
- Collaborate on course marketing materials and new course announcements.
- Manage and implement existing courses to align with external corporate partnerships.

Freelance Writer and Editor 01/2003 - Present

Projects including:

- Educational content for WNET New York and Metropolitan Opera
- Online promotional copy for Starwood Hotels, Baileys Liqueur, Crown Royal, and BMG Music.
- Website copy for Mosaic Business Group, ID Society, and Gateway Foundation.
- Feature writing for *Chicago Social*, *Chicago Sun-Times Red Streak*, *DiningOut Magazine*, *Dramatics Magazine*, *Career World Magazine*, *Tana's Habitat*, and *Centerstage Chicago*.
- Proofreading for Kaplan.com's online courses and Scott Foresman reading programs.

Managing Editor DigitalCity (A Division of America Online) 12/2001 - 4/2003

Managed the programming and development of 10 online entertainment/shopping guides.

- Supervised 16 editors in the production of content for DigitalCity's Midwest sites.
- Managed development of new features; provided final quality assurance for publication.
- Maintained and communicated guidelines for programming and style.
- Developed in-house processes and materials for hiring and training of all new editors.
- Undertook competitive analysis and qualitative assessments of programming.

Senior Editor DigitalCity (A Division of America Online) 09/2000 - 12/2001

Assisted opening AOL Local's Chicago office responsible for programming nine online city guides.

- Wrote, edited and published online copy for entertainment and shopping guides, including the development of region- and city-specific features.
- Developed and documented office processes; created office intranet.
- Managed training of new contractors and mentored editors in writing style and work habits.

Manager of Editorial Services FastWeb, Inc. (A Division of Monster) 11/1998 - 09/2000

Produced and managed the editorial output for an Internet-based company.

- Supervised the creation of original education-related content for the site, including segmented email newsletters, print newsletters for educators, and daily stories.
- Developed corporate messages, promotional products, and brochures.
- Managed a team of writers, freelancers, and interns.

Education Programs Coordinator Center for Talent Development, Northwestern 05/1995 - 02/1997

Designed and coordinated four educational programs for gifted pre-college students.

- Participated in development of course offerings; coordinated enrollment.
- Produced program brochures, including design, copywriting and coordination of mailing.
- Hired and supervised teaching staff and teaching assistants.

Instructor Northwestern University 09/1993 - 08/1995

Designed and taught four courses; served as teaching assistant for three undergraduate courses in the English and Classics departments.

EDUCATION

Ph.D. in English Literature -- Northwestern University, December 1998

M.A. in English Literature -- Northwestern University, June 1991

B.A. in English Literature -- U.C.L.A., December 1988, Summa cum laude