

Katie Bayerl

www.katiebayerl.com

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Communications Consultant & Copywriter 2008-present

- Support 10-12 nonprofits each year to develop and execute engaging outreach campaigns, mission-aligned messages, and content to drive fundraising and stakeholder engagement.
- Craft engaging print and online content (e.g., donor appeals, pithy reports, websites, newsletters, video & social media scripts, collateral) to engage donors, inform stakeholders, and motivate action.
- Manage campaign and product development from start to finish, coordinating staff and creative consultants (e.g., graphic designers, web developers, photographers) at each step.

GrubStreet, Writing Instructor 2012-present

- Teach fiction seminars, workshops, and online classes for teens and adults at the largest nonprofit creative writing center in the country.

VCFA Young Writers Network, Founding Director 2016-2019

- Founding leader of a national network of author-led writing programs in underserved communities.
- Oversaw four regional chapters and led start-up strategy, fundraising, and communications for the national initiative.

Teen Voices Magazine, Features Editor 2011-2012

- Directed summer and after-school journalism program, guiding teen journalists to produce social-justice themed features for magazine with 62,000 print and 300,000 online readership.
- Redesigned writing support model for teen editors and volunteer editorial mentors.
- Recruited and coached international team of teen book reviewers to produce ~60 reviews per year.
- Edited and fact-checked articles; advised on print, web, and social media strategies.

Boston Plan for Excellence in the Public Schools, Communications Director 2008-2011

- Led and executed the external communications strategy for Boston's local education fund.
- Wrote publications (including monthly e-blast with 10,000+ readership) to promote local understanding of issues in school improvement and support educators with best practices.
- Managed production of print publications, websites, and multimedia projects and provided editorial support to the executive director and staff.

Jobs for the Future, Project Manager to Senior Project Manager 2006-2008

- Coordinated communications efforts of the national Early College High School Initiative (Gates-funded network of 12 intermediaries and 200+ schools and higher education institutions).
- Documented effective practices in schools that succeed with underserved populations.
- Facilitated semi-annual literacy institutes and provided technical assistance to school teams.
- Developed training curricula for instructional coaches and school leaders.

Boston Public Schools, Teacher and Literacy Coach 2002-2006

- Designed and taught reading, writing, and humanities courses for 9th and 10th grades.
- Facilitated collaborative professional development; provided coaching and curriculum support to teachers.

Boston Plan for Excellence in the Public Schools

Grants Coordinator 2004-2005

Policy/High School Programs Associate 2000-2002

VOLUNTEER WORK

JP/Roxbury Mutual Aid, Boston, MA

Volunteer coordinator for bilingual food assistance hotline throughout COVID-19 crisis.

JP Progressives and Progressive Massachusetts, Boston, MA

Member of local and state progressive activist teams & regular participant in local action.

Collective.Agency

Copywriter with digital creative team, producing videos & gifts for progressive campaigns.

Text Activist

Supported 2018 and 2020 congressional races & GOTV with Open Progress, MoveOn, and Swing Left.

826 Boston, Roxbury, MA

Advisory board, start-up grants team, and youth writing workshop facilitator.

Hyde Square Task Force, Jamaica Plain, MA

Tutor, mentor, and summer instructor for youth community organizers.

SKILLS/TRAINING

Languages: Fluent in Spanish, Proficient in French

Technology: Microsoft Office, Excel, InDesign, various web admin and e-marketing tools

Teacher Certifications: Secondary Social Studies, English Language Arts, English as a Second Language

Other: Excellent verbal & written communicator; strengths in logistics, project management, data collection and analysis

AWARDS

Lois Lowry Fellowship (West Roxbury, MA), 2018

Michael L Printz Author in Residence (Topeka, KS), 2017

Associates of the Boston Public Library, Children's Writer-in-Residence, finalist, 2012 & 2013

PEN-New England Children's Book Caucus: Susan P. Bloom Discovery Award, 2007

SELECTED PUBLICATIONS (see samples at: www.katiebayerl.com)

A Psalm for Lost Girls. G.P. Putnam Books for Young Readers.

"Building a STEM Early College" in *Career Pathways in Action*. Harvard Education Press.

"Understanding Brookline: Emerging Trends & Changing Needs." Brookline Community Foundation.

"Beating the Odds: The Real Challenges Behind the Math Achievement Gap." Carnegie IAS Commission.

"Mags, Zines, and gURLs: The Exploding World of Girls' Publications." *Women's Studies Quarterly*.

EDUCATION

Vermont College of Fine Arts, *MFA in Writing for Children and Young Adults* 2010
Merit scholarship, alumni leadership award, humor writing award

Tufts University, *Masters in Teaching, Political Science/Political Philosophy* 2003
Urban Teacher Training Collaborative Fellow

Brown University, *Bachelors in Education Studies, magna cum laude* 2000
Departmental Honors and Education Department Award; Albert A. Bennet Thesis Award