

Robin Roenker

Master of Arts, English | University of North Carolina at Chapel Hill

Bachelor of Arts, English | University of Kentucky

Professional Experience

Writer, Dragonfly Editorial

December 2022—present (full-time)

- Write content and B2B marketing collateral for leading firms in the IT, consulting, education, finance, and healthcare sectors

Freelance Writer

January 2004—present (part-time)

- Independent writer, producing feature stories for national online and print media outlets including AARP, USA TODAY, and *Southern Living*
- Portfolio of clips available at robinroenker.com

Associate, WriterGirl (now WG Content)

August 2019—December 2022 (part-time)

- Write blogs, web copy, and feature articles for healthcare content clients

Publicist, Kentucky Educational Television (KET)

April 2014— August 2019 (part-time)

- Co-manage agency's social media channels (Facebook, Twitter)
- Write agency press releases; assist with media relations

Freelance Editor

April 2001—September 2006

- Copyeditor and proofreader for clients including The University Press of Kentucky (19 UPK manuscripts copyedited); Copyeditor of *Growth and Change*, a scholarly journal of geography-related economic policy

Adjunct Instructor

English Department, Lexington Community College, August 2002—May 2004

- Instructor of English 101 and 102, introductory composition courses

Staff Associate, University of Kentucky Center for Business and Economic Research (CBER)

January 2003—February 2004

- Author and editor of CBER reports and newsletters

Professional Associate, University of Kentucky Sponsored Program Development

November 2001—January 2003

- Assisted university faculty in preparing grant proposals for research funding

Promotion Assistant, Kentucky Educational Television (KET)

June 2000—October 2001

- Author and copyeditor of press releases, *Visions* program guide, and targeted advertising