

Dawn L. Keable

Author | Freelance Writer | Miami, FL | www.WriteOnGrrrl.com

SELF-EMPLOYED • JUNE 1999 TO PRESENT

Professional Skills

- Excel at integrating the fact finding of hard journalism with creative, clear copy that informs, engages and entertains across multiple writing platforms, including features, blog posts and public relations campaigns
- Excellent research and interviewing skills
- Outstanding interpersonal communication to efficiently establish partnerships and meet goals of clients
- Mastered writing attention grabbing, detailed web copy, especially between 30-200 words
- Create unique conversational writing to engage and excite the intended audience
- Organize and chart deadlines to consistently meet multiple publication schedules
- Detail oriented self-starter who works well independently
- Passionate about books, writing and the intersection of words and self-growth, especially for girls and women

SELECT PROJECTS

Wordsmith • Jump Street Coaching LLC • May 2016-present

- Lead creator for all editorial messaging, including brand identity, website development and content, social media campaigns and marketing for Jump Street Coaching LLC, Racial Just Us and Miami Speeds

Author • *Beyond* • Young Adult Contemporary • 78,000 words • currently seeking literary representation

- *Beyond* follows 16-year-old Marina Kingsley on her fearless journey of self-empowerment as she learns to trust and celebrate herself, while breaking the cycle of inter-generational trauma, combining the honest deep reflection of the works of Kathleen Glasgow, the smart wit of Rainbow Rowell and solution based practicality of Oprah's *What Happened To You*.

Author • *Settling Down* • Novel • first printing January, 2016 • #DontSettle social media movement

- Thoughtful humorous women's fiction of about 70,000 that delves into the universal pressure women face to be part of a couple and the danger that comes from sacrificing your own needs for someone else's

Featured Writer • Scary Mommy Club Mid • July 2015 • Ladies! Stop Online Dressing Room Age-Bashing!

Featured Writer • Woes of Dating: Tales to Prove There are No Fish Left in the Sea • December, 2014

Featured Writer • xoJane.com • October 2013 • It Happened to Me

Featured Writer • Newsweek.com • October 26, 2006 • My Turn: Tickets, Please

Editorial/Media Consultant, Mambo Pa Ti Latin Dance Studio • July 2013- November 2019

- Collaborate with artistic director of RI's largest Latin dance studio to implement comprehensive media campaign, including writing of weekly newsletter, press releases, social media promo and website content

Freelance Writer, Providence Media Group • July 2007-February 2012

- Pitched and wrote feature stories
- Events Editor The Bay, SoRI Magazine and Providence Monthly

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Consultant, Rhode Islanders Sponsoring Education (RISE) • January-June 2010

- Wrote and obtained a Google Grant, providing in-kind AdWords advertising for Providence-based mentoring/scholarship program, serving children of incarcerated parents
- Researched and wrote an in-depth, detailed organizational history of educational and mentoring programs

Writer, Rhode Island Home, Living & Design • September 2006-May 2009 • RIP

- Created select advertising materials, including web copy and media kit intro
- Pitched, researched and wrote health, home service and travel based features

Contributing Writer, Citysearch.com

- Penned over 100 profiles for Providence internet guide, owned by national conglomerate Ticketmaster
- Specialized in on-site editorial reviews of hot dining and bar spots, with detailed reporting on operating hours, payment types, amenities and parking
- Wrote tourism related profiles, with a focus on area attractions and historic landmarks

Contributing Writer, AOL Digitalcity.com • RIP

- Pitched and researched events, entertainment options, restaurants and shopping in Rhode Island and Southeastern Massachusetts
- Provided witty, fact-filled 150-word copy, in a humorous voice

Contributing Columnist, Aboutri.com • RIP

- Pitched, researched and penned over 40 Urban Walkabouts for Rhode Island-based internet publication.
- Destinations for lively 1500 word walking tours included Provincetown, Boston, Newport, Mystic, CT and Foxwoods Casino

Dining Out Columnist, The Providence Phoenix • RIP

- Contributed 35 anonymous dining reviews, one per month, to weekly alternative newspaper, providing perspective of a young urban diner
- Wrote lifestyle and hard news pieces

OTHER EXPERIENCE

Publications Coordinator • Rhode Island School of Design • September 1997 to June 1999

- Wrote feature stories and alumni news for college publications
- Proofread and edited outgoing jobs prior to printing
- Trafficked printed materials between academic departments, designers and printers

EDUCATION

- **Book Promotion and Publicity Webcasts and Workshops** • Mediabistro.com • July 2014
- **Copywriting Essentials** • Mediabistro.com seminar with focus on advertising • Boston • May 2008
- **BA English, Journalism minor** • University of Rhode Island, Kingston