

# Donna Ison

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## Summary:

Communications specialist with skills including, but not limited to:

- Writing/editing articles, essays, web content, press releases, and educational materials
  - Developing scripts for theatre, television, commercials, and film
  - Promoting and building relationships through social media outlets
  - Grant writing
  - Teaching classes, mentoring individuals, and facilitating workshops
  - Producing theatrical productions and organizing arts-focused community events
  - Proficiency in Word, PowerPoint, Excel, Photoshop, Paint, and QuickBooks
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## Professional Experience:

### ***MD-Update* magazine Editor-in-Chief**

**2017- Present**

- Generating compelling content about innovations and break-throughs in medicine
- Scheduling and conducting interviews with physicians and other healthcare professionals
- Writing cover story, news, and letter from the editor for each issue
- Editing articles to adhere to *MD-Update* style guide
- Assigning articles to contract writers as appropriate
- Coordinating layout and design process
- Uploading and promoting new issues on digital platforms and through newsletter
- Planning annual editorial calendar in partnership with publisher

### **Freelance Writer/Instructor/Producer**

**2012 - Present**

- Penning articles/web content for publications/organizations, including *Keeneland Magazine*, *JustFund KY*, *LinQ Magazine*, *skirt! Magazine*, *Broads United*, and *Bluegrass Dog*
- Writing accurate and entertaining historical drama for museums nationwide, including Eiteljorg Museum, The Children's Museum of Indianapolis, Thomas Clark Center for Kentucky History, Institute of Texan Cultures, Minnetrista Museum, Hunt-Morgan House, and Callahan Museum
- Developing, directing, and producing live theatre for the Body-Love Project, Kentucky Women Writer's Conference, Lexington Fairness, Shakespeare Youth Project, and Sisters Provocateur
- Teaching a variety of writing classes at The Carnegie Center for Literacy and Learning
- Designing curriculum and leading workshops for Theatre in Museums Conference, Books in Progress Conference, The Girl Project, The Swallowtail Project, and Full Circles Foundation
- Maintaining an ongoing presence through social media, blog, and speaking engagements

### **Lexington Fairness – Further Out: A Multimedia Celebration Editor/Producer/Event Planner**

**2016**

- Collected and edited poetry and prose from twenty-eight LGBTQIA contributors for *Out: An Anthology of LGBTQIA Kentucky*
- Designed, published, and set up distribution for anthology through CreateSpace
- Launched social media platform and marketing strategy resulting in sold-out performance

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- Garnered In-Kind donations and procured space, catering, musicians, and media coverage
- Developed, produced, and directed “Queerology 101,” a live theatre production

**skirt! Magazine Lexington**

**2010 – 2012**

**Editor**

- Researched, conducted interviews, and wrote profiles on 200+ local, newsworthy individuals
- Doubled website traffic through updating and adding engaging content daily
- Grew social networking presence for skirt! on Facebook, Twitter, LinkedIn, and Pinterest
- Launched weekly newsletter that gained more than two thousand subscribers
- Planned, promoted, and hosted monthly skirt! After Work to boost visibility and garner goodwill
- Chose content and laid out the magazine according to skirt! National guidelines
- Strategized advertising efforts and distribution

**National College**

**2010**

**Career Center Director**

- Guided 100+ students through the process of setting career goals, choosing well-suited jobs, and gaining employment
- Helped graduates navigate on-line career search sites
- Created standout resumes, cover letters, and follow-up correspondence
- Coordinated job fairs, networking luncheons, and speakers.
- Conducted individualized interview coaching

**HoldTime.Net**

**2008 - 2009**

**Production Consultant/Copywriter**

- Wrote industry specific “Message-On-Hold” scripts for clients
- Created quarterly newsletter and promotional materials
- Edited recordings for on-hold messages using Sound Forge editing software
- Met with clients to determine specific goals and establish appropriate communications plan

**Education:**

Bachelor of Arts- Communications/Theatre/R-TV

Morehead State University

**Honors/Awards/Memberships:**

- Winner of Carnegie Center for Literacy and Learning’s Flash Fiction Contest (2016 and 2017)
- Nominee for Lexington Fairness’ “Ally of the Year” (2015 and 2017)
- Recipient of Artist Enrichment Grant from The Kentucky Foundation for Women (2008, 2012)
- First Runner-Up for Ace Magazine “Best Live Performance” for The Sisters Provocateur (2012)
- Recipient of Art Meets Activism Grant from The Kentucky Foundation for Women (2008, 2009)
- Kentucky Women’s Writers Conference Gypsy Poetry Slam winner (2009)