

# NICOLE KRAFT

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## Journalist and Multi-Media Specialist

*with 20 years experience as*

**AWARD-WINNING WRITER & EDITOR ♦ SOCIAL NETWORKING EXPERT ♦ EDUCATOR  
MEDIA COORDINATOR & MANAGER ♦ PUBLIC RELATIONS/PUBLIC AFFAIRS SPECIALIST**

- Experienced educator who has taught, created and renovated communication courses to meet the changing media needs of future multimedia journalists.
  - Proven leader and progressive thinker who can see the broad view and inspire others to work toward actions and policies.
  - An experienced writer, editor and spokesperson, developing and communicating key messages accurately and convincingly, under deadline pressure, to multiple audiences including employees, media, customers and boards.
  - A crisis manager who brings common sense, organizational skills, and a logical decision-making process to solving sensitive, time-critical problems.
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### EDUCATION

#### Master of Arts

*Communication*

**The Ohio State University**

2003 (3.93 GPA)

#### Bachelor of Science

*Political Science (Journalism Minor)*

**Temple University**

1991 (Magna Cum Laude)

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### TEACHING EXPERIENCE

#### Journalism Lecturer

*The Ohio State University School of Communication, Columbus, Ohio*

*2010-present*

Teaching a full load of four classes, specializing in all aspects of multimedia journalism, including writing (news and features), video recording and production, and audio recording and production. Additional teaching experience in social media (use of Facebook, Twitter, Google+ and blogging in news coverage), news writing, news editing and magazine writing (including story ideas, query letters and freelance publishing), interviewing and AP style.

Other duties:

- Served as advisor for student groups, Ology Magazine and the Food Critics Club
- Facilitated numerous internship opportunities for students
- Content editor for School of Communication website ([www.comm.ohio-state.edu](http://www.comm.ohio-state.edu))
- Assisted Lantern staff with writing, design & multimedia
- Created class blog for students at <http://nicolekraftosu.wordpress.com/>

### **Adjunct Professor**

*The Ohio State University School of Communication, Columbus, Ohio*

*September 2004-2010*

Taught Magazine Writing to undergraduate and graduate students, including the intricacies of feature writing, story development, interviewing and quotes, and overall feature journalism practices. Developed extensive internship program that brings students every quarter to put writing skills to work at *Hoof Beats* magazine, with aim toward publication.

### **Adjunct Professor**

*Capital University (English Department), Columbus, Ohio*

*2004*

Taught Newswriting 101 to undergraduate students, including interviewing, writing, editing, AP style, governmental procedure and mass media law.

### **Writing Center**

*The Ohio State University, Columbus, Ohio*

*2002-2009*

Writing advisor for graduates and undergraduates stressing sound English and journalistic practices.

### **Guest Lecturer**

*Journalism Program,*

*Pacific Union College, Angwin, Calif.*

*1994-1995*

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## **CAREER EXPERIENCE**

### **Communications Consultant**

*The Ohio State University Veterinary Medical Center, Columbus, OH*

*2010-present*

Created print, web and multimedia content for a variety of publications, serving clients, donors and Ohio veterinarians. Other duties included:

- Script writing and storyboarding for web-based video promotions
- Concept design and execution of new brochures and promotional booklets
- Speech writing and editing
- Assisting with redesign of center website, including content creation.

### **Director of Communications/Hoof Beats Executive Editor**

**UNITED STATES TROTTING ASSOCIATION, Columbus Ohio**

*2004-present*

Revolutionized communications for sport of harness racing by combining print publishing, Web, marketing, publicity, multi-media social networking and advertising into single department.

- International representative, speaking as racing expert to authorities, participants and fans in three different countries and across the United States.
- First in industry to launch social media platforms to serve company and sport, including social networking site ([harnessphere.ustrotting.com](http://harnessphere.ustrotting.com)), video channel with all original content ([www.youtube.com/ustrotting](http://www.youtube.com/ustrotting)), e-newsletters and media distribution opportunities.
- Manage 14-person staff and multi-million dollar budget while stringently holding the line on expenses and maximizing revenue opportunities. Increased advertising by 20 percent in first year and saved thousands of dollars through bidding and in-house printing.
- Produce and write eye-catching printed pieces: print and e-newsletters, annual reports, brochures.
- Develop and implement comprehensive marketing program for new and standard products, while establishing effective database to coordinate direct mail and Internet-based promotional campaigns.
- Key member of executive staff, instrumental in major policy evaluations and changes, from data partnerships to advertising and publishing contracts to rule making and service evaluations and expansions.
- Edit, publish and distribute award-winning *Hoof Beats* magazine 12 times each year, as well as seven other print and online publications.

- Spearheaded and executed award-winning redesign of *Hoof Beats*, world's most widely read harness racing magazine; and international Web site and affiliates ([www.ustrotting.com](http://www.ustrotting.com))

### **Associate Editor, Hoof Beats Magazine**

*United States Trotting Association*

1995-2004

- Coordinated all facets of magazine creation and production, from writing and working with writers, to circulation and design elements.
- Multiple award-winning writer and photographer.

### **Design Editor/Special Projects Reporter**

*Napa Valley Register, Napa California*

1993-1995

Coordinated complete visual restructure and redesign of Pulitzer-owned newspaper serving California's Napa Valley, while concurrently working on long-form, investigative writing projects that brought home several state-wide awards.

- Developed editorial and design for first-of-its kind "Upvalley" section to provide comprehensive coverage of Napa Valley's winery districts.
- Planned and executed changeover to desktop publishing platform utilizing Quark and PhotoShop, training entire staff on use of both programs and troubleshooting issues on the fly to ensure no service or publishing interruptions.
- Created and designed award-winning special publications and sections, including "Inside Napa Valley" to better display wine country news and enhance advertising opportunities, resulting in 20 percent increase in advertising revenue.

### **Public Relations Specialist**

*Domain Chandon Winery, St. Helena, Calif.*

1993-1995

Coordinated press and tasting events for leading sparkling wine producer, with expertise in media campaigns, press releases and press conferences, speeches and marketing.

### **Press Secretary**

*Congressman Jon D. Fox (R, PA-13)*

1992-1994

Created and executed press office for Congressional candidate, elected to Pennsylvania's 13<sup>th</sup> Congressional District, including development of press releases and speeches, serving as spokesperson, author of issue white papers on free trade, health care, property taxes and child welfare; crisis communication, strategic campaign planning and campaigning.

- Worked with media outlets to maximize coverage and direct candidate message.
- Key member of staff, involved in all planning and execution of candidate messaging and media, including printed materials, speaking opportunities, television and radio appearances, editorial boards and debates.

### **Investigative/Political Reporter**

*Montgomery Newspapers*

1988-1992

Extensive newsgathering and writing experience, including an award-winning investigation and coverage of scandal, which led to resignation the tax collector in 65,000-resident community. Interviewed and wrote features on subjects ranging from convicted murders to Hollywood celebrities, and local and national politicians.

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## PUBLISHING

**BOOKS:** "100 Years in Harness," published by the United States Trotting Association, 2008

**PUBLICATIONS:**

(614)

*AAA Home & Away*

*Australian Racing Times*

*Camden (N.J.) Courier-Post*

*Canadian Sportsman*

*Columbus (OH) Dispatch*

*Columbus Monthly*

*Dog & Kennel*

*Equus Magazine*

*The Harness Edge*

*Harness Horse Magazine*

*Hemisphere's Magazine*

*Hoop Magazine*

*Inside Napa Valley*

*Los Angeles Times*

*Natural Living Today*

*Ohio State Alumni Association*

*Oncolink*

*Pet Life*

*Philadelphia Inquirer*

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## ACTIVITIES & MEMBERSHIP

- **Guest Host, Writer's Talk**, a radio and television show through *The Ohio State university Center for the Study of Teaching and Writing*. Conducted interviews with such noted personalities as journalist Juan Williams, author Jackie Collins and magician Joshua Jay
  - **Vice President-Communications**, Columbus Ice Hockey Club
  - **Founding Member/Spokesperson**, Columbus City Innovative Schools Task Force
  - **Founder/Consultant**, Columbus International High School
  - **Communications Consultant**, Rep. John Patrick Carney, (Ohio-22)
  - **Founder**, Cody's Club Foundation for Canine Cancer
  - **Founder**, Elizabeth Blackwell Center Service Board
  - **Founder**, North American Standardbred Communicators Association
  - **Member**, Society of Professional Women
  - **Member**, Kappa Tau Alpha
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## AWARDS

- **General Excellence**, American Horse Publications (2006, 2007, 2008)
  - **First Place**, American Horse Publications (2005, 2006)
  - **First Place**, World Trotting Council International Media Award (2003)
  - **Second Place**, American Horse Publications (1996, 2002, 2003, 2004)
  - **Second Place**, Hervey Awards-magazine writing (2001, 2009)
  - **Third Place**, American Horse Publications (2008, 2010)
  - **Honorable Mention**, American Horse Publications (1998, 1999, 2001, 2008)
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## PLATFORMS AND PROGRAMS

Windows & MacIntosh • Microsoft Office • Final Cut • SoundSlides & Audio Editing • PhotoShop • InDesign • Quark • Power Point • HTML • Dreamweaver • Facebook • Blogging • Google+ • Video Production • Twitter • ManyEyes • LinkedIn