

KAREN CORNELIUS

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SUMMARY

Versatile, research, writing and communications professional, adept in assessing organizational needs to develop effective positioning strategies that promote program initiatives. Collaborative and experienced in technical writing, research, database management, instructional / training design, promotions and event management.

EXPERIENCE

WRITING, RESEARCH AND DATABASE MANAGEMENT

- In collaboration with Scientists, Engineers and other Subject Matter Experts, wrote and edited presentations, internal and external reports, application notes, invention disclosures, scientific journal submissions, marketing proposals, Process / Procedures, Standard Operating Systems, LOTO, ISO 9001 / 14001, preventive maintenance and machine specifications.
- Designed key word search strategies to research and track competitive patent information.
- Led a cross-functional team to expand and improve a manufacturing SharePoint document management system.
- Designed an electrical specifications database library of over 100 documents using MasterSpec software for facility electrical projects that included power distribution, lighting, electronic, safety, and security work.
- Wrote speeches and presentations for senior management, ensuring compliance with corporate messaging and legal positioning.
- Conducted research, built rapport and interviewed community leaders and public relations personnel to write over 30 feature articles for magazine publications.
- Copywriting, layout and publishing for brochures, corporate newsletters, technical documents, press releases, collateral materials and fliers, as well as promotional content for television commercials, public service announcements, press releases and the web.

PROJECT MANAGEMENT, LOGISTICS AND PROMOTION

- Produced and implemented an integrated marketing communications plan that reinforced Corning's Global Energy Management initiative. Educated internal Corning employees on the latest technologies for reducing consumption, ensuring reliability, and ultimately reducing costs associated with energy usage.
- Created corresponding promotional content including graphics, web content and collateral materials featured as a best practice in Corning's Brand Matters newsletter and a chapter for the brand intranet site.
- Networked with NYSERDA and Syracuse Center of Excellence in environmental and energy systems, for grant funding, benchmarking and speaker contacts, saving over \$40,000 in speaker contact costs.
- Identified and repurposed summit training content for future use in training videos, pod casting, web casting and other future promotions and web content to ensure quality, consistency and style.

TRAINING AND INSTRUCTIONAL DESIGN

- Coached Modeling and Simulation departmental employees on standardized formats for report and presentation structure, and how to improve general writing and presentation skills through effective communication strategies to develop a “call to action” message that gets results.
- Taught writers and presenters how to understand their target audience to market business products and services.
- Managed and developed individual writing and presentation training programs for scientist with English as a Second Language on how to improve speech, general writing and presentation skills.
- Assessed and developed training for Manufacturing and Materials Handling processes that addressed systems assurance, compliance, customer service, and new hire boarding.
- Conducted job and performance gap analysis assessments to identify best practices and job descriptions.
- Developed quick reference guides, training tools and other supporting program materials.

JOB HISTORY

Technical Writer/Communications Specialist - Corning Incorporated	Apr 2006-June 2017
Web Content/Press Releases - Corning Community College	Nov 2013-March 2014
Aeronautics Newsletter - Schweitzer Aircraft	Aug 2005-Apr 2006
Feature/Travel Writer - Gage Publishing	Aug 2002- June 2005
Event Management/Web Content - Radisson Hotel Corning	Dec 2003 – Sept 2004
WROC-TV 8 – Programming Assistant	Nov 1991-Mar 1994

EDUCATION AND TRAINING

BACHELOR OF SCIENCE ORGANIZATION MANAGEMENT

Keuka College, **Marketing Capstone, GPA 3.78**

Business law, project management, human resources, strategic planning, economics, marketing and finance.

ASSOCIATE OF APPLIED SCIENCE INFORMATION TECHNOLOGY

Corning Community College, **Completed first year, Presidents List**

Coursework in database systems, networking (Cisco Systems), structured and object-oriented problem solving (coding, UML), and website development.

ASSOCIATE OF SCIENCE LIBERAL ARTS

Social and behavioral science coursework in behavioral psychology, human society, social behavior, mass culture, sociology and statistical applications.

COMPUTER PROFICIENCIES

Microsoft Office: MS Project, PowerPoint, Word, Excel, Visio, FrontPage, Publisher, SharePoint, Thomson Innovation, SCOPUS, MasterSpec, WordPress, Photoshop, Bridge, Illustrator, InDesign, XML, HTML, CSS

ADDITIONAL TRAINING

Six Sigma yellow belt

VOLUNTEER WORK

Steuben County Literacy Coalition, English as a Second Language Tutor

United Way of the Southern Tier, Impact Team / Grant Reviewer