

Kaci Lane Hindman
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Education

BA in Communications, The University of Alabama, 2005

Computer Programs

Adobe Final Cut Pro, InDesign, Illustrator, Photoshop, Image Ready, Bridge; Acrobat Reader; Quark; Microsoft Word, Excel, PowerPoint, Publisher, Photo Editor; Word Perfect; Flash, HTML coding in various browsers, Topics, Content Tool/Management systems, Wordpress, Dreamweaver, Front Page; FTP site; scanners; video editing and camera equipment; proficient with both Mac and PC

Publications and Writing

- **Confessions of An Unconventional Southern Belle**—my personal blog in which I often cover topics ranging from the South, religion, conservative views, parenting, marriage, and health and fitness
- **The Things**—write articles about parenting, pets, food and DIY projects with a humorous slant; research and add fun photos and videos to content; post articles using online content management tool in Wordpress
- **Valnet Brands**—Research photos relevant to TheThings and other Valnet sites and writing marketing headlines and captions to post on the various Facebook pages
- **Lovett Publishing**—wrote faith-based articles on timely issues pertaining to women
- **Pottery Barn**—write descriptions and blurbs for shopping pages that link to other relevant pages on the site to enhance the shopper's experience; post material using content management tool; use basic HTML coding in copy; SEO
- **Williams-Sonoma**—write descriptions and blurbs for shopping pages that link to other relevant pages on the site to enhance the shopper's experience; post material using content management tool; use basic HTML coding in copy; SEO
- **West Elm**—write descriptions and blurbs for shopping pages that link to other relevant pages on the site to enhance the shopper's experience; post material using content management tool; use basic HTML coding in copy; SEO
- **Just Candy/WH Candy**—write product descriptions for various candy packaging and products, including descriptions for the current site, new store site, and Amazon listings; SEO
- **The Knot/Project XO**—write articles about wedding and reception venues; conduct research on vendors; post articles using content management tool; SEO
- **eBay**—write descriptions for item categories to enhance the shopper's experience; post material using content management tool; use basic HTML coding in copy; SEO
- **Throwback**—Writing listicles about the 80s and 90s for a nostalgic Web site; research and add fun photos and videos to content; post articles using online content management tool
- **Kids Life Magazine**—write bi-monthly articles
- **Find Gift**—edited product categories for target audiences; write descriptions for products; edited product images; SEO

- **Clark Broadcasting**—organize media projects and oversee on-air talent, crew and editing of programs; write and host commercial programs; successfully developed and moderated a historical local mayoral debate
- **Kidz Kountry**—wrote weekly skits and segments for the children’s program at The Church At Tuscaloosa
- **WiseGEEK**—edited articles; worked closely with writers and content editors; coached writers; SEO
- **The University of Alabama Press**—designed book covers and laid out book interiors; edited manuscripts; worked closely with printing vendors; produced ebooks
- **myMissionfulfilled**—edited and wrote articles for online missions magazine targeted toward young women
- **Life Bible Study**—edited books, curriculum, print materials, newsletters, and marketing pieces
- **Student Life Bible Study**—edited books, curriculum, print materials, newsletters, and marketing pieces
- Cultural Learning Center—edited curriculum and information manual for new school program started for Birmingham children adopted from the Ukraine
- **Woman’s Missionary Union**—edited educational material for missions efforts including *Missions Mosaic* magazine, International Mission Study 2008 booklet, and myMissionfulfilled
- **Dying to Be Thin**—wrote book that uses biblical principles to help young women overcome eating disorders
- **West Alabama Christian Living**—wrote the young adult column
- **Lifted Magazine**—wrote multiple articles for online magazine
- **Southern Living Online**—edited copy, Web content
- **AOL Time Warner**—edited photos and content for AOL Homes and Foods
- **Vibrant Life**—wrote article, about how spirituality affects health and how God views physical fitness
- *Destination Tuscaloosa*—wrote article for Tuscaloosa tourist magazine
- *Southword*—wrote article for Southern Progress’ internal magazine
- **The Crimson White** and **Dateline Alabama**, wrote sports articles and edited copy and Web content
- *Cougar on Campus*—wrote original short screenplay that won campus-wide contest, noted as Most Marketable and Most Developed Story
- Experience in editing dissertations for doctoral candidates and writing and obtaining grants for educational institutions and individuals
- Experience in editing and writing resumes and cover letters for potential employees

Design

- Magazine, ad and page design for **Best Version Media**
- Flyers, bulletins, and promotional pieces, both print and online, for **Chapel Hill Baptist Church**
- Book covers and interiors, Web site redesign planning for **The University of Alabama Press**
- Catalogs for **Woods & Water, Inc.**
- Web sites for AOL Homes and Foods Channels, **Southern Living**, **The Tuscaloosa News**, **Dateline Alabama**

- Yearbook ad pages for Berry Elementary School
- Newspaper advertisement booklet for Southern Baptist Church Association
- Newspaper advertisement booklet for Tuscaloosa Children's Theatre
- Various brochures, invitations, logos, newsletters, business cards, t-shirts
- Media announcements and short commercials

Organization

- **Best Version Media**— plan and implement magazine designs; edit and check photos; edit and design ads; work one-on-one with publishers, printers and clients to carry out desired design organize files and upload to online content system; package final files for magazine design and layout
- **LinkedIn**—organized contacts and searched important roles and details for various companies and corporations looking to utilize LinkedIn to build their talent pools
- **Find Gift**—organized all gift items into specified categories
- **The University of Alabama Press**—managed the production process of all reprint books; organized and facilitated bids and projects among various print vendors; kept track of weekly reports on all reprint books; participated in the organization and design committee for the UA Press Web site redesign project
- **Student Life/Life Bible Study**—managed all customer feedback, kept spreadsheet files on contract writer payments and updated changes, checked documentation; helped plan, prepare and execute writers' conferences and training sessions
- **Southern Living** and **Cooking Light** magazines—created a database for all recipes featured in over a five-year span
- Alabama Center for Open Government Web site—redesigned and redirected new links for the site sponsored by **The Tuscaloosa News**, researched government-based Web sites to link to ALACOG