

**Kirsten E. Silven-Hoell**

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**January 2005 – Present**

Freelance Writer, Editor & Graphic Artist – Self Employed - Silven Creative Studios [www.silvencreativestudios.com](http://www.silvencreativestudios.com)

**Responsibilities include:** Locate, pitch and bid on freelance editing, writing and design opportunities. Upon landing an assignment I consistently meet deadlines, communicate effectively, conduct research and hold interviews as needed. My goal is to meet and exceed client expectations by providing a high quality finished piece of work.

**January 2010 – Present**

Editor at Large - Kentucky Homes & Gardens Magazine

**Responsibilities include:** Assist with planning, writing for and improving the publication as time allows.

**June 2008 – October 2009**

Editor & Art Director – Club Solutions Magazine [www.clubsolutionsmagazine.com](http://www.clubsolutionsmagazine.com)

Louisville, KY - References available upon request.

**Responsibilities included:** Editor and Art Director of a national business trade publication for the commercial health club industry. Planned, assigned, and edited all editorial content, including photography. Developed in-depth knowledge of relevant topics in the industry and adjusted content as needed. Maintained at least a one year lead time on all assignments whenever possible. Located and evaluated the quality of all editorial content. This required extensive networking with professionals in various parts of the industry, many of whom were advertisers and/or readers. I was also responsible for the magazine's conceptual layout design, photo-editing, executing the actual graphic design, and for the continued improvement of the overall look and feel of the publication. In addition, I wrote several columns and the cover story for each issue, which required me to interview high-profile individuals, conduct research and educate myself on a variety of topics with which I typically had little or no pre-existing knowledge.

**December 2004 – May 2008**

Editor - Kentucky Homes & Gardens Magazine [www.kentuckyhomesandgardens.com](http://www.kentuckyhomesandgardens.com)

1347 South Third Street, Suite 200, Louisville, KY 40208

502-387-1468

Publisher: Madison Culler, PhD

Reason For Leaving: Moved to national publication.

**Responsibilities included:** Editor of an award winning bi-monthly statewide magazine. Planned, assigned, and edited all editorial content, including photography. Maintained a one year lead time on all assignments. Located and evaluated the quality of all editorial content. This required extensive networking with Kentucky-based professionals in a wide variety of fields, many of whom were also advertisers. I was responsible for the magazine's conceptual layout design, photo-editing, actual graphic design, and for the continued improvement of the overall look and feel of the magazine. In addition, I wrote several columns and/or feature stories for each issue, which required me to conduct research and educate myself on topics with which I often had little or no pre-existing knowledge.

**April 2004 – December 2004**

Morgan Keegan, Inc.

9600 Brownsboro Rd. Suite 300, Louisville, KY 40241

502-329-2323

Branch Manager: David Phelps

Reason For Leaving: Found a dream position in the writing/editing field.

**Responsibilities included:** Financial associate in a team with two Senior Vice Presidents. Successfully transferred \$53 million dollar client book to Morgan Keegan from A.G. Edwards. Responsible for research, advertising, marketing, organizing seminars, account maintenance, 401k maintenance and transfers, scheduling, opening accounts, preparing letters, and multiple other random duties.

**August 2001 - April 2004**

A.G. Edwards & Sons, Inc.

101 Bullitt Lane, Suite 110, Louisville, KY 40222

502-426-1515

Reason for leaving: Had the opportunity to relocate team to a new firm.

**Responsibilities included:** Office Manager/Financial Assistant to both the Branch Manager/Vice President and a Senior Vice President of Investments. Responsible for assisting multiple brokers with account maintenance/management, research, advertising, marketing, seminars, scheduling, hiring/management of interns and support staff, accounts payable and payroll submission, daily maintenance of NYSE compliance files, maintaining/troubleshooting operational equipment.

**Personal Traits**

\* Work well within deadlines, self motivated and reliable, excellent communication skills, very detail oriented.

**Accomplishments**

\* Received a Louisville Society of Professional Journalists award in 2007

\* Received two Louisville Society of Professional Journalists awards in 2008

\* Asked to sit on the Academic Advisory Council for Spalding University in 2008 & 2009

\* Have volunteered regularly at The Luci Center, a therapeutic horseback riding center in Shelbyville, KY

\* Received the Louise Kannapell Award in Social Sciences and Humanities from Spalding University in 2010

**Education**

\* BA Interdisciplinary Humanities w/emphasis on writing from Spalding University. Graduated Summa Cum Laude.

\* Excelled in more than two years of Undergraduate studies at the University of Cincinnati

**Technical Skills**

\* Proficient in Wordpress & Adobe Creative Suite (CS4) particularly InDesign, Photoshop & Dreamweaver

\* Proficient in Outlook, Microsoft Word, Excel, Powerpoint

\* *Samples of all work and references available upon request.*