

## Ketra Oberlander

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- 10+ years writing, editing & project management
- Created, developed & managed madcap national marketing initiatives
- Content strategist, conceptual designer
- Targeted messaging
- Relationship management: staff, vendors, peers, clients
- Strategic Planner
- Ghostwriter

• Innovator • Marketing Communications • Writer/Editor •

### Professional Positions and Long-Term Contracts:

#### The Permanente Medical Group (TPMG)

Santa Clara CA Medical Center *May-Dec 2002* (contractor)

#### IdeaLink Coordinator

- Implemented and managed IdeaLink employee feedback system
- Promoted IdeaLink through public speaking, employee newsletter contributions and rewards programs
- Allied with other employee satisfaction programs to create cohesive environment for suggestions
- Tracked program results and improved effectiveness
- Simplified position to match its newly created and funded levels

#### SocialNet.com

Mountain View CA *Apr 2000-Feb 2001*

#### Managing Editor & Content Strategist

- Defined the voice for the site
- Developed site member magazine to improve site credibility and page views
- Hired writers, negotiated contracts, assigned stories
- Planned and met the editorial budget
- Wrote help and FAQs, member profiles, eCards, marketing campaign copy, and monthly member email newsletter to keep membership fresh to new content on the site

#### Lead, "Win a Date" National Promotion

- National marketing campaign that drew huge coverage (e.g. ABC's *Good Morning America*, *Variety*, *Inside Edition*, *Extra* and *USA Today*)
- Created entire promotion entitled "Win a Date with our CEO (and make her mother happy)!"
- Implemented the contest aspects of the promotion, set rules, designed web page architecture for promotion, responded to member and media inquiries

#### Pitch Publishing

Kansas City MO *1992-1999*

#### Columnist, Innercourse & On the Couch

- As brash vixen Kiki Dakota, wrote extremely popular sex humor column

### Freelance:

New York Post *2003*

Exposures: Essays by Missouri Women Woods  
*Colt Press 1996* (Ed. Sarah Morgan) ISBN 0-9617499-4-6

The Neurotic Gourmet  
Literary Morsels  
*Townsend Group 1993-95*

Diamond Associates  
*2003*

Michigan Outdoor  
Journal *1992*

What's Hot! *Oklahoma City OK 1994*

The Big Teaze *Rouze.com 1999-2000*

Innercourse *iSyndicate 1999-2000*

WetFeet.com *2000*

ePatients.com *1999*

San Francisco MUNI  
*1999*

Willow Designs *2002*

droolingcat.com *2001-present*

Hallmark, Inc. *1995*

"I worked for a failed .com and all I got was this lousy t-shirt" promotion *2001*

Music videos for PolyGram, Warner Bros. *1992*