

Michele Regenold



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◆ WEB DEVELOPMENT EXPERIENCE

Senior Content Strategist: Editorial, Office of Communications, Grinnell College,
Grinnell, Iowa, *Nov. 2017 to Oct. 2021*

- Using Drupal, developed and implemented creative ways of sharing content online with prospective students when they couldn't visit campus during the coronavirus pandemic and print budgets were cut; e.g., collaborated with faculty, staff, and students to publish information about Grinnell's one required course, the [First-Year Tutorial](#), which is taught by 35 different faculty members on different topics each fall
- Wrote and published a variety of digital-first content to take advantage of visual information while still making sure it was accessible, e.g., "[Committed to the Common Good: Celebrating 175 Years of Grinnell College](#)"

Webmaster/Writer/Editor, Institute for Transportation, Iowa State University, Ames, Iowa, *Aug. 1997 to July 2009*

- Developed interactive websites, forms, and databases to share information about completed and in-progress research projects conducted by engineering faculty and staff; the main research projects site earned an Award of Merit from the Society for Technical Communication's 2003 International Competition in Online Communication: Technical Marketing
- Managed the content and design of approximately a dozen transportation-related program and center websites to appeal to researchers, students, and transportation professionals using hand-coded HTML/XHTML, CSS, Dreamweaver, Cold Fusion, Access, Photoshop, Illustrator, and Acrobat
- Conceptualized, proposed, secured start-up funding for (~ \$100,000), designed the front-end and back-end, and developed content for *Go!*, an online magazine that introduced middle and high school students to the diverse world of transportation and its many career opportunities
- Wrote and edited newsletters, marketing materials, training materials, and web content for transportation professionals
- Edited research reports, manuals, and other products of technical research

◆ COMMUNICATIONS EXPERIENCE

Book Coach for Children's Novelists, self-employed, Feb. 2022 to present

- Work with experienced writers to help them write and revise ambitious novels for kids and teens
- Author Accelerator certified in fiction in 2021

Editorial Director, Office of Communications, Grinnell College, Grinnell, Iowa, *Sept. 2014 to Nov. 2017*

- As editor of *The Grinnell Magazine*, a 52-page quarterly, used reader feedback to guide first major redesign in 12 years, which included several new departments that increased reader engagement; earned 2017 Pride of CASE (Council for Advancement and Support of Education) District V, silver award for “Best Alumni/Institution Magazine, 2,999 FTE or Fewer”
- Developed a student recruitment publication—a comic book—that highlights the positives of Grinnell College’s location in rural Iowa; it’s regularly cited by admitted students as one of the most memorable pieces they receive from Grinnell

Writer, Office of Communications, Grinnell College, Grinnell, Iowa, *Jan. to Sept. 2014*

- After another feature story was canceled at the last minute, quickly planned and wrote a feature about alumnus James Norman Hall’s service in WWI using materials from the college archives; Hall co-authored *Mutiny on the Bounty*

Editorial Assistant, Center for Transportation Research and Education, Iowa State University, Ames, Iowa, *March 1996 to Aug. 1997*

- Shared practical results of engineering research through newsletters, training materials

Sergeant, U.S. Army Reserve, various units in Iowa, *1994 to 2000*

- Researched classified and open-source documents to write classified country studies when serving in a military intelligence detachment

◆ TEACHING EXPERIENCE

English Instructor

- Nicolet College, Rhinelander, Wisconsin, *Aug. 2009 to Dec. 2013, Fall 2021, Fall 2022*
- Iowa State University, Ames, Iowa, *Fall 1992, 1993, 1994, 1995 to 1996, Fall 1998, Spring 2002, Fall 2008*

Teaching Assistant, English Department, Iowa State University, *1990 to 1992*

French Teacher, Ogden Community Schools, Ogden, Iowa, *Aug. 1989 to June 1990*

◆ EDUCATION

MFA, Creative Writing for Children and Young Adults, Vermont College of Fine Arts, Montpelier, Vermont

MS, Journalism/Mass Communication, Iowa State University, Ames, Iowa

MA, English, Iowa State University, Ames, Iowa

BA, French, Grinnell College, Grinnell, Iowa