

Katherine Snow Smith

Raleigh, North Carolina • Phone: 727.409.3642 • Email: KvSnowSmith@gmail.com

Professional Experience

SnowWrites Public Relations & Writing -Principal

As owner of my one-woman PR firm, I combine my extensive writing, media and public relations experience to serve a variety of news outlets and clients. I contribute regularly to *Business North Carolina* magazine, *Walter Magazine* in Raleigh and *ThePennyHoarder.com*. My PR clients have included St. Petersburg College, Dr. Carter G. Woodson African American Museum and Doyle Wealth Management. My services include:

- Pitching, reporting and writing magazine stories on a variety of topics such as business, personal profiles and history
- Rewriting and refreshing websites
- Writing guest columns and newsletters
- Writing family memoirs for clients

Rules for the Southern Rulebreaker: Missteps & Lessons - Author

Released in 2020, my book is a collection of essays about times I strayed from the expected path and the humor, insight and unexpected rewards that followed.

“Smith knows her craft well. She is a sharp observer, skilled writer and an engaging and entertaining storyteller.” — Southern Literary Review.

<https://southernlitreview.com/reviews/rules-for-the-southern-rulebreaker-by-katherine-snow-smith.htm>

2019-2020

B2 Communications, St. Petersburg, Fla. - Senior Account Executive Content Strategist

- Developed content to communicate key messages with clarity and creativity
- Wrote guest columns and newsletters
- Coached interns with writing

2015- 2018

Bay, a Tampa Bay Times Publication - Editor

- Planned each issue with photo editor and creative director
- Wrote regular column and majority of stories for each issue
- Edited freelance and guest reporters
- Wrote all headlines, subheads and Table of Contents teasers
- Cultivated and regularly met with sources and readers throughout the community

2010 -2015***Tampa Bay Times (formerly The St. Petersburg Times) - Business Reporter***

- Covered real estate, retail, tourism, downtown development and small business
- Wrote profiles of leaders as well as little known people in the community

2010***Mommazine, St. Petersburg, Fla. - Publisher, Editor***

- Created, planned and wrote bi-monthly parenting magazine
- Oversaw advertising sales staff
- Worked closely with creative director on design and photography
- Planned and lead events to develop readership and advertising clients

2008-2009***Go Mamma, St. Petersburg, Fla.***

- Creator and Editor of parenting magazine published by the *St. Petersburg Times*

1996-2006***Rookie Mom***

- Weekly parenting columnist for the *St. Petersburg Times*

1990-1996

- Reporter at the *St. Petersburg Times, Tampa Bay Business Journal, Charlotte Business Journal*

Education

University of North Carolina, Chapel Hill- Bachelor of Arts in Journalism (1990)