

Lisa R. Kosan

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Sleepy Hollow, NY

Profile

Innovative communications professional with 25+ years invested in a journalism, marketing, and development portfolio that includes strategic and digital content for higher ed. Brings a flexible approach to each partnership. Creates all forms of storytelling with accuracy, clarity, and zing.

Experience

► Principal, Binder Clip Editorial 2005–present

Writer, editor, consultant specializing in concierge journalism. Services include ghost writing, features, profiles, multimedia appeals, white papers, newsletters, blog posts, and style-specific copy editing.

Select client list:

Yale Center for British Art | Peabody Essex Museum | School of the Museum of Fine Arts, Boston
Quarto Publishing Group | Historic Hudson Valley | City University of New York's Graduate School of
Public Health & Health Policy | Copy & Art Advertising | NextTribe (insightful essays about women)

► Senior Development Writer/Grants Officer, Historic Hudson Valley 2018–2022 Tarrytown, NY

- Responsible for generating \$2.7 million during the last two years in public grants and private sponsorships for the largest nonprofit cultural organization in Westchester County.
- Develop 15–20 effective grant narratives annually that benefit digital and in-person education programs about slavery in the North, support community events that celebrate the Hudson Valley and Washington Irving's "Sleepy Hollow Country," and enable HHV's Women's History Institute to create learning aids and videos about female entrepreneurs, the enslaved, and movers and shakers in colonial America.
- Author the twice-yearly *Supporters' Sketchbook*, a digital publication that highlights mission-driven initiatives, grows audience, and inspires member and donor giving. Content focuses on collections and acquisitions, behind-the-scenes, profiles, and HHV's influence in the museum field.
- Provide marketing and education teams with content for social media posts and press releases. Edit staffers' blogs to ensure they hook readers, provide accurate information, and encourage a call to action.

► Peabody Essex Museum

Salem, MA

Director of Creative Services

2011–2016

Managing Editor/Editorial Director

2004–2011

- As director, managed \$250,000 annual budget and established editorial, design, and photography standards for marketing, development, and educational materials at a world-class art museum. Collaborated with department heads on strategic messaging to drive growth and manage brand.
- Wrote for and oversaw design and production of the award-winning *Connections* members' magazine. Managed contract writers and other contributors.
- Developed content for website, blogs, exhibition materials, social media campaigns, e-commerce, ads, press releases, online campaigns for Giving Tuesday, Annual Fund, Museum Shop sales, visitor services programs, e-newsletters, and exhibitions to maximize audience engagement and response rates.
- Ensured a unified and accurate voice on PEM website and in marketing materials.

Education

Boston University, College of Communication, MS, Journalism

University of Michigan, Residential College, BA, Journalism/Communication and Anthropology

More

► Vice President, Board of Trustees, **The Historical Society Inc.**

2017–present

Sleepy Hollow and Tarrytown, NY

- Chair annual Preservation Award fundraiser and wine tasting event that successfully generates 20 percent of organization's annual operating budget.
- Develop and organize engagement events to increase membership and donor support.

Presentations/Awards

Panelist, American Society of Journalists and Authors: "Shaping Your Brand, New Strategies for Writing Consultants" (May 2017)

Presenter, New England Museum Association: "Storytelling Across Platforms" (June 2014)

American Alliance of Museums, excellence in publication design and marketing collateral

New England Museum Association, award-winning members' magazine, excellence in publication design and marketing collateral

Skills

WordPress; Drupal; Adobe Creative Suite; Microsoft Office; Mailchimp; HTML; Development of writing workshops; Transcription.