Kristin Barendsen
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Barendsen Editorial

I founded this one-woman editorial business in 1994 to handle a wide range of projects, including marketing, technical, and academic writing and editing; employee communications; and writing for newspapers, magazines, and books.

Marketing Writing/Editing

- Oracle Corporation—Craft scripts for marketing videos and webcasts promoting Oracle's software solutions for enterprises and the public sector. Script types include Q&A for live actors, voiceovers, and text for animated graphic videos.
- Verizon Foundation: Wrote copy for the website promoting the Verizon Innovative Learning app challenge, a STEM contest for kids in underserved schools.
- Laureate International Universities—Worked on a wide variety of marketing projects for nine Laureate schools in the United States and Europe:
  - Wrote the copy for a global multimedia campaign about arts education, including an 88-page booklet, flyers, and a video script.
  - Wrote the content for Kendall College's new website, including blog posts and success stories.
  - Wrote the 2017 Commencement speech for the president of Kendall College.
  - Helped the College of Santa Fe rebrand as Santa Fe University of Art and Design; helped craft and establish its new brand voice and tone through Web content and emails to prospects.
  - Rewrote the English side of the websites of two arts academies in Milan, Italy: Domus Academy and Nuova Accademia di Belle Arti Milano.
  - Wrote newsletter copy and web content for two Swiss hospitality schools.
- Jones & Bartlett Learning—Wrote case studies about positive customer experiences.
- Fireman's Fund Insurance Company—Wrote brochure copy and feature stories for *Advisor*, a quarterly customer magazine. Authored the company's editorial style guide.
- PeopleSoft—Wrote website content about products and services.

Technical Writing/Editing

- Hewlett-Packard—Authored the book *ATP Building Server Solutions* (HP Press, May 2014). Developed the certification course *Building HP Server Solutions*. Authored courseware, certification exams, labs, and case studies.
- Sun Microsystems and Cisco Systems—Edited more than 50 Web-based training courses.
- Gartner—Edited more than 100 reports about the IT industry.
- Zyme Solutions—Wrote white papers and articles about channel management solutions.
- Cengage—Copy edited problem sets about economics, statistics, tax policy, and history.

Employee Communications
- Herman Miller—Wrote feature stories for *Salesmarts,* a newsletter for employees.
- Amgen, Applied Biosystems, and Applera—Wrote intranet articles about company news.
- Gilead—Copy edited intranet articles and the company's employee handbook.

Books: Writing
- Collaborated with Roshi Joan Halifax to write and edit the book *Standing at the Edge*, published by Flatiron Books (an imprint of Macmillan) in May 2018.
- Co-authored the coffee-table book *Photography: New Mexico* (Fresco, 2008), which profiles eminent fine art photographers working in New Mexico.
- Authored the forthcoming memoir *On the Outskirts of Göd*.
- Contributed a chapter to *Dakini Power* (Snow Lion Press, 2013).
- Wrote the principal essay for the book *Tom Kirby: Light Passage* (Fresco, 2010).

Books: Editing
- Addison Wesley Longman—Copy edited and proofread more than 60 nursing and medical textbooks/study guides.
- Jones & Bartlett Learning—Copy edited/proofread computer science and math textbooks.
- O'Reilly and Peachpit Press—Copy edited/proofread books for users and programmers.
- Nolo Press, Foghorn, and Ten Speed Press—Copy edited/proofread nonfiction books.
- Individual authors—Developmentally edited and copy edited nonfiction books.

Journalism
- Served as contributing editor of *Yoga Journal* and *Yoga International*; wrote feature stories about yoga on five continents.
- Published more than 100 articles in international magazines and newspapers, including *Shambhala Sun, Tricycle, Buddhadharma, The Dallas Morning News, The New Orleans Times-Picayune, The Sydney Morning Herald,* and *The Denver Post.*
- Wrote a weekly fine art exhibition review column for *The Prague Post.*
- Wrote monthly fine art criticism for *THE magazine*, Santa Fe's arts magazine.
- Published dozens of photographs to accompany my magazine and newspaper articles about travel. Venues include *Yoga Journal, Yoga International, The Dallas Morning News, The New Orleans Times-Picayune, The Sydney Morning Herald, The Denver Post*, and more.

Literary Anthologies/Journals
- Short prose pieces published in *The Sun;* essays published in *Atticus Review, Gravel,* and *Nailed.*
- Chapter published in *The Race*, a collaborative novel edited by Patrick Nagatani.
- Travel essay anthologized in *The Best Women's Travel Writing 2008*.
- Poetry published in *Sequoia* and *American Poet*.

Education

- B.A. with distinction from Stanford University in an individually designed major combining creative writing and studio art, 1989.
- RSA/Cambridge certificate in TEFL (teaching English as a foreign language), July 2001. St. Giles language school, San Francisco.
- Fine art photography coursework at Santa Fe Community College.
- Creative writing coursework with Emily Rapp, Tony Hoagland, and Lidia Yuknavitch.

Honors

- Finalist for a New Mexico Book Award for *Photography: New Mexico*.
- Winner of the Academy of American Poets Prize.
- Winner of the Michael Jasper Gioia Poetry Prize.
- Winner of two Southwest Writers Writing Contest awards.

Activities

- Founded the Editors Guild in 1997, a networking and resource group for Bay Area editors that is still active today.
- Organized, hosted, and performed at open mic events for writers and musicians.
- Taught English at a private school and an orphanage in Chiang Mai, Thailand.
- Languages: Intermediate French; beginning Czech, Thai, and Spanish.
- Travel: 33 countries on five continents. Lived abroad five years.