

Barbara**Klein**

412-996-4265 ■ bkcommunications@gmail.com ■ bkcommunications.com

Experience

Creative**Director** ■ Project**Manager** ■ **Writer** Present

My Work Includes:

- campaigns
advertising and public relations
- video
- audio
- web
- print
publications, press materials
and feature articles

My Expertise Includes:

- working directly with clients
- pitching ideas/campaigns
- putting talented teams of graphic designers, photographers and videographers together
- providing direction and motivation
- creating the right environment for brainstorming
- putting ideas into motion

My Stories Have Been Featured In:

- Family Circle
- Redbook
- Vogue
- NPR's All Things Considered
- Pittsburgh Post-Gazette
- Pitt Magazine
- Carnegie Magazine
- Pittsburgh City Paper
- Pittsburgh Magazine
- Pittsburgh Business Times
- ALIVE! Magazine
- Pittsburgh Preview

Adjunct**Professor** University of Pittsburgh English Department Present

My Classes Include:

- Persuasive Writing in Advertising & Fundraising
- Creative Non-Fiction/Sports Writing

My Expertise Includes:

- creating a positive learning environment
- offering constructive feedback

Creative**Director** Markowitz Communications 1997-2012

Agency Clients Included:

- Carnegie Library of Pittsburgh
- Carnegie Museum of Natural History
- Cirque du Soleil
- Cricket Wireless
- Eyetique
- Fair Housing Partnership
- Gilda's Club Western PA
- Krispy Kreme Doughnuts
- PetSmart
- Simon Property Group
- United Way of Allegheny County
- Urban Pathways Charter School
- Washington County
Tourism Promotion Agency

Associate**Editor** Vogue 1988-1989

As part of Vogue's health and beauty department, I was responsible for editing commissioned articles; researching health, fitness and beauty trends; and working directly with the design staff. In addition, my articles — including an overview of Seasonal Affective Disorder — appeared in the magazine.

Editor **Alive! Magazine** 1984-1988

As the founding editor of this Pittsburgh-based bi-monthly publication, I developed and commissioned health, fitness and sports-related stories. I also researched and wrote articles about sports, training techniques and work-out trends, as well as medical breakthroughs, alternative treatments and the changing health insurance industry. I was responsible for all editorial content and worked directly with the design staff.

Editor **Pittsburgh Preview Magazine** 1982-1984

For this Pittsburgh-based women's publication, I wrote profiles of women business owners, politicians, news anchors, attorneys and corporate leaders. I also assigned and edited commissioned articles.

Sports**Writer** **The Daily Collegian** 1976-1979

Education

Bachelor's of Arts/Journalism **The Pennsylvania State University** 1980

Attributes and Added Value

- Creative
- Thoughtful
- Mentor
- Smart
- Funny
- Motivated
- Trustworthy
- Dedicated
- Tenacious
- Confident
- Story Teller
- (Not a Morning Person)
- Survivor
- Hard Worker
- Beatles Fan
- Resourceful
- Intuitive
- Kind to Small Children and Animals
- Collaborator
- Leader
- Coffee Drinker

To see my portfolio, go to bkcommunications.com.

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