

## Kath Stanton: Brief Writing/Editorial Portfolio

### DARTMOUTH COLLEGE (2013 – 2015)

#### Admissions & Financial Aid Offices

##### Print Pieces:

- **Dimensions of Dartmouth pieces: save-the-date flyer, invitations, booklet**  
(compiling, writing, editing, project managing, proofing) [See sample](#)
- **Dartmouth College Visitor Guide, *Welcome to Dartmouth***  
(project managing reprint, additional copy, copy editing, redesign of some features, selecting new images, proofing) [See sample](#)
- **Guidance Counselor Newsletter** (project managing, copy editing, proofing)
- **Postcards**

##### Email Marketing Pieces:

- **D-Mail** - a monthly newsletter to prospective students  
(story selection, teaser copy, and image selection) [See sample](#)
- **Search Emails** - a series of emails to promote Dartmouth to students by academic interest (copy editing, writing, images selection) [See sample](#)

##### Webpage Content:

- **Admissions Office & Financial Aid Office Pages**  
Sample: [Admitted Students page](#)  
(produced video for this page, wrote copy, selected images)
- **FAQs: [Admitted Students FAQ section](#)**  
(Wrote copy, edited, proofed)

### ALICE PECK DAY MEMORIAL HOSPITAL (2010 – 2012)

- **Marketing & Development**  
**Website Redesign - Project Management**  
Web writing and editorial  
Copy edited freelance writer's content  
Created physician directory content style
- **Feature-Length Medical Articles:**  
Interviewed physician, researched, wrote piece  
**Online Samples:**  
APD: Today: Feature [Balloon Dilation of the Sinus Passages](#)  
APD Today: Feature [Minimally Invasive Hip Replacement](#)  
APD Today: Feature [SI Joint Replacement](#)

### DARTMOUTH-HITCHCOCK MEDICAL CENTER (2005 – 2007)

- **Marketing & Public Relations**  
Web writing & editorial: homepage copy, department copy, health information, user-testing scripts, presentations (medical & marketing samples no longer online)

### **TUCK SCHOOL OF BUSINESS AT DARTMOUTH (2002 – 2005)**

- **Creative Services**  
Web writing & editorial (samples no longer online)
- Faculty websites, articles, new page content

### **ETOYS.CO.UK (2000 – 2001)**

- **eToys.co.uk & Babycenter.co.uk**  
Web writing & editorial (samples no longer online)  
Product descriptions, marketing copy, page/section naming

### **TRAVELTALES.COM (1995 – 1997)**

- [Cybercafes: A Worldwide Guide for Travelers](#) (authored as cyberkath@traveltales.com)
- Website copy and editing for traveltales.com (now offline)

### **TIME OUT GUIDES (1997)**

- **Time Out Guide to San Francisco (second edition)**  
Cybercafes sidebar, copy editing, fact checking, incidental writing

## RECENT PRINT SAMPLES

- Dimensions of Dartmouth: Prospective Student Visit Program Schedule (sample)

# DIMENSIONS OF DARTMOUTH

**THURSDAY & FRIDAY  
APRIL 9-10, 2015**

The following schedule includes all Admissions-sponsored Dimensions events. If you'd like to spend more time on campus and attend other events, please visit [dartmouth.edu/events](http://dartmouth.edu/events). We encourage you to take as much time as possible exploring campus and the town of Hanover. Please let us know how we can best assist you in making the most of your day.

THURSDAY EVENING EVENT APRIL 9, 2015	
8:00 P.M. - 10:00 P.M.	<p><b>Student Coffee House:</b> Take this opportunity to meet current Dartmouth students and other admitted '19s. A fun, interactive introduction to the many facets of Dartmouth life.</p> <p><b>Location:</b> Common Ground, Collis Student Center</p>
FRIDAY DAYTIME SCHEDULE APRIL 10   8:30 A.M. TO 5 P.M.	
8:30 A.M. - 9:30 A.M.	<p><b>Registration:</b> Pick up everything you need for Dimensions!</p> <p><b>Location:</b> Alumni Hall, Hopkins Center for the Arts</p>
9:00 A.M. - 4:00 P.M.	<p><b>Financial Aid Open Hours:</b> Dartmouth's Financial Aid Office is offering office hours for '19s and their families. Closed from 12 noon to 1 P.M.</p> <p><b>Location:</b> Financial Aid Office, McNutt Hall</p>
9:30 A.M. - 10:30 A.M.	<p><b>Class of 2019 Welcome!</b> Join Dean of Admissions and Financial Aid, Maria Laskaris, and her faculty guest to learn how you can make the most of your Dartmouth experience.</p> <p><b>Location:</b> Alumni Hall, Hopkins Center for the Arts</p>
11:15 A.M. - 12:20 P.M.	<p><b>Visit Classes:</b> Check out our class schedule and explore your interests. Just for students, (due to small class sizes, families are encouraged to enjoy alternative programs.)</p> <p><b>Location:</b> Various, see packet for location information</p>
11:15 A.M. - 12:15 P.M.	<p><b>Special Guest Lecture:</b> Connect with a Dartmouth faculty member for a one-hour presentation and discussion that will enrich your day and make those intellectual sparks fly!</p> <p><b>Guest speaker:</b> Assistant Professor of Earth Sciences, Erich Osterberg on "Rising Tides: Climate Change and Sea Level Rise in the 21st Century"</p> <p>Antarctica, Greenland, and mountain glaciers contain enough ice to raise global sea level by 200 feet, so it is critical to understand how they are responding to climate change. In this lecture, we'll discuss how Dartmouth researchers and students are tackling this complex problem, review the latest findings from the front lines on the glaciers, and understand what it means for sea level rise along the U.S. East Coast and abroad.</p> <p><b>Location:</b> Loew Auditorium, Black Family Visual Arts Center</p>

- Visitor Guide (inside sample)

## Welcome

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Thanks for making the trip to visit **Dartmouth** today. This booklet is a resource to help you make the most of your visit.

Whether you have two hours or all day to **explore** Dartmouth, we have programming and events that will familiarize you with the **diverse Dartmouth community** and the teaching and learning that goes on within it.

**Did you know?**

◆ Visitors are welcome to eat in the dining facilities on campus. Cash is accepted at all locations.



## Admissions Programming

If you have just a couple of hours and would like to get a general sense of Dartmouth and what makes it exceptional, we encourage you to attend an admissions information session and take a campus tour.



## Exploring Your Interests

If you have time to explore Dartmouth beyond the admissions programming we have planned for you, or if this is not your first visit to Dartmouth and you'd like to **dig a little deeper**, consider visiting locations where you'll find people pursuing some of the same **things that interest you**.

Maps are available in the reception area to help you get around campus. The maps are **color coded** so that you can focus on the facilities that house what interests you.



## USE THE CAMPUS MAP TO EXPLORE!

Map Legend

- Academic and Administrative
- Arts District
- Athletics
- Dining
- Libraries
- Residential - Graduate
- Residential - Undergraduate
- Dartmouth Center
- Accessible Entrances



If you would like to take a campus tour on your own or at a time when our regular tours are not offered, please ask for a **map of campus** in the Admissions reception area. Use our mobile **Virtual Tour** (<http://dartgo.org/virtualltour>) to guide you around campus and our **online map** at [m.dartmouth.edu/map](http://m.dartmouth.edu/map).

- Search Email (sample)

A Dartmouth education is like no other.

# Dartmouth

+ Get on our list



top  
**10**  
best value school  
in US

**Sparky, here's why Dartmouth produces smart, engaged, fulfilled global citizens:**

- **Top 5** in the nation for commitment to **undergraduate teaching** every year the ranking has existed. You are our highest priority.
- **\$200 million of funded research** takes place on campus each year. Our undergrads conduct research, present and publish right alongside faculty.
- **4,289 undergraduates**; our diverse student body represent all 50 states and 71 different countries.
- **55%** of our students participate in Dartmouth's unique **study abroad programs**.

**Dartmouth guarantees to meet 100% of demonstrated financial need. Period.**

Connect with us right now to learn more about Dartmouth, our admissions process, and how **we can help you change the world**.



**\$88**  
million awarded  
in need-based  
scholarships



+ Get on our list

- D-Mail: Excerpt from Student Newsletter

## Dartmouth

D-Mail: A Monthly Newsletter



### Dartmouth's Celebrates Three Newest 2015 Rhodes Scholars

[Miriam Kilimo '14](#), [Ridwan Hassen '15](#), and [Colin Walmsley '15](#) are awarded graduate scholarships to Oxford University in the UK.



### Four Projects Win Support from "The Pitch"

Dartmouth's Digital Arts Leadership and Innovation (DALI) Lab and DEN Innovation Center hold a student-entrepreneur innovation competition.