

HAMIDA KINGE

CONSCIOUS COPYWRITER

 215.990.9678

 Hamida.kinge@gmail.com

 [linkedin.com/in/hamidakinge](https://www.linkedin.com/in/hamidakinge)

EDUCATION

LILY SCHOOL OF
PHILANTHROPY
Course: Fundraising for
Small Nonprofits

AMERICAN UNIVERSITY
MA in International
Training and Education
Washington, DC

SCRIPPS HOWARD
INSTITUTE
Environmental
Reporting Fellowship
Jupiter, FL

METCALF INSTITUTE
Environmental
Reporting Fellowship
University of Rhode Island
Narragansett, RI

TEMPLE UNIVERSITY
BA in English
Philadelphia, PA

ABOUT ME

Results-driven copywriter with 10+ years of experience developing, writing and editing various communications, including website copy, emails, social media posts, direct mail appeals, digital news stories, video scripts, and various print materials. Have worked successfully with nonprofit, public, and progressive for-profit teams. Portfolio: ethicalcopywriter.com

WORK EXPERIENCE

COPYWRITER & EDITOR, NOV 2021 - PRESENT

Various Clients, Remote via Atlanta, GA and Hollywood, FL

- Develop, write, and edit direct-mail appeals, web copy, emails, social media content, video scripts, graphics, and more for nonprofits and small businesses
- Clients: Ocean Conservancy, North American Marine Alliance, Human Rights Campaign, The Take, Miami Bloco Samba Percussion Community, and others
- Edited film-and-TV criticism video essay scripts for The Take (1.5M YouTube subscribers) that have thus far received 133K and 244K views respectively
- Drafted direct mail appeal packages for a nonprofit targeting 100,000+ donors
- Wrote 14 pages of new website copy for North American Marine Alliance, which has resulted in a 37% average increase in page visits over a 30-day period


INTERNATIONAL MULTIMEDIA JOURNALIST, SEPT 2016 - SEPT 2021

VOA Learning English, Washington, DC

- Developed and wrote feature stories, short-form video scripts, and a range of educational materials for 5+ web-based series targeting global English learners
- Adapted complex news stories from AP and Reuters into concise English on subjects including education, health, climate, science, technology, and the arts
- Reviewed and offered detailed feedback on digital articles, podcast segments, videos, lesson plans, and online quizzes produced by fellow team members
- Appeared on camera for two video series and script supervised other series
- Drafted Instagram content, engaged with followers, and monitored insights

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SOFT SKILLS

- exceptional communicator
- solution-driven
- strategic planner and organizer
- goal-oriented
- highly adaptable
- willing learner
- creative problem-solver
- strong work ethic
- eagle eye for detail

TECHNOLOGY

Mac and PC,
MS Office Suite,
Adobe InDesign
and Audition, Video
Editing Software,
Salesforce, Hootsuite,
CMS, Google Drive,
Zoom, Teams,
Instagram, TikTok,
YouTube, Reddit,
Facebook, Canva,
Slack, and ChatGPT

WORK EXPERIENCE

WRITER & RESEARCHER, MASTER'S INTERNSHIP, SEPT 2015 - JAN 2016

Institute for Agriculture & Trade Policy, Washington, DC

- Researched environmental and trade policies of 12 nations for a white paper
- Simplified climate science and policy language into clear, concise summaries
- Proposed innovative visuals, such as infographics, to demonstrate concepts

LANGUAGE TEST DEVELOPER, SEPT 2012 - DEC 2014

Second Language Testing, Inc., Greater Washington, DC

- Crafted test passages and items in collaboration with professional translators
- Worked with 10+ external translators and edited their translated text and audio
- Collaborated with project teams to strategize revisions based on client requests
- Increased Haitian Creole reading test item acceptance rate from 8% to 100%
- Reviewed and revised 100+ English tests for Japanese college entrance exam

CONTRIBUTING REPORTER, JUNE 2009 - MARCH 2012

ENVIRONMENTAL REPORTING FELLOW, SEPT 2008 - JUNE 2009

Next City, Remote via Philadelphia, PA

- Developed and wrote environment- and social issue-focused features and write-ups for print magazine in addition to articles and blog posts for website
- Interviewed climate experts, community health advocates, environmental justice leaders, film directors, policy specialists, city administrators, and many more
- Received intensive environmental communications training at University of Rhode Island by journalists, scientists, and other environmental professionals
- Acted as representative at regional and national conferences and other events

NONPROFIT AND PRIVATE CLIENTS, MARCH 2009 - JUNE 2011

Freelance Writer and Consultant, Remote via Brooklyn, NY

- Wrote articles, brochure copy, press releases, blog posts, and appearance pitches, and helped secure 10+ in-person appearances for an American author
- Clients included celebrated book author Novella Carpenter, Painted Bride Art Center, Living Cities, Participant Media, and Essential Macau Magazine