

JEREMY D. BIRCH

Senior Writer & Editor | Editorial Management | Content Strategy

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PROFESSIONAL SUMMARY

Senior communications and editorial professional with **extensive experience** developing executive, institutional, digital, and print communications for complex organizations. Experienced in **content strategy, executive messaging, publications, stakeholder communications, editorial management, and high-visibility campaigns**. Known for translating complex ideas into clear, credible content, managing editorial workflows, and helping organizations communicate in ways that build understanding, engagement, and trust.

SKILLS

Strategic Communications • Executive Communications • Content Strategy • Internal Communications • External Communications • Senior Writing • Editorial Management • Publications • Stakeholder Communications • Brand Voice • Ghostwriting • Web Content Writing • Digital Content Development • Newsletter Content • Email Content • Social Media Content • Content Calendars • Editorial Project Management • Copyediting • Proofreading • AI-Assisted Content Development

PROFESSIONAL EXPERIENCE

Content & Communications Consultant | Birch Builds LLC | Silver Spring, MD | December 2020–Present

- Provide freelance writing, editing, and communications support across **10+ client projects** for arts, education, nonprofit, and mission-driven organizations.
- Advanced from proofreader/copyeditor to **managing editor** for Wesley Theological Seminary's *Calling* magazine/annual report, contributing to five issues and collaborating with Development and Strategic Communications leaders on alumni, supporter, and donor-facing content.
- Created a **style/tone/brand guide** for **Marquee TV** and wrote 13 long-form web articles tied to specific productions and artists, collaborating with senior commercial, product, technology, and content leaders to support consistent audience-facing cultural content.
- Wrote **30+ event descriptions** for the University of Maryland's visiting artists series across the **2022–23 and 2023–24 seasons**, collaborating with the Director of Marketing and Guest Experience to translate artist and program information into clear, engaging audience-facing copy.
- Provided copyediting and proofreading for **The Washington Ballet's 2021–22 annual report** and school scholarship brochure.
- Manage editorial review cycles across client projects, collaborating with institutional leaders, editors, and stakeholders to clarify messaging, incorporate feedback, and protect clarity, tone, accuracy, and publication deadlines.

Manager of Publications, Advertising/Marketing | The John F. Kennedy Center for the Performing Arts | Washington, DC | March 2002–August 2020

- Developed content across **10+ print and digital formats**, including *Playbill* features, executive letters, print ads, emails, social media, website descriptions, subscription materials, and promotional copy.
- Led writing and editorial management for *Kennedy Center News*, a bi-monthly publication produced six times per year with a **circulation of 375,000** and associated with recurring **ticket-sales spikes of approximately 30%** after each issue was published.
- Ghostwrote **12 executive messages per year** for the Kennedy Center President for publication in *Kennedy Center News*

and *Playbill*, supporting executive voice and institutional messaging.

- Developed audience-friendly messaging from strategic direction, complex programming, and institutional priorities, making specialized arts and cultural content clear and engaging for broad audiences.
- Served as editorial lead for major festivals, seasonal campaigns, and the Kennedy Center's **2018 rebrand**, helping align messaging across departments and public-facing materials.
- Managed recurring editorial calendars, performance listings, content updates, and publication workflows supporting **1,500+ performances annually across 8 stages**, coordinating accurate delivery across stakeholders and deadlines.
- Partnered with designers, marketers, executives, and program teams to shape content from concept through final production.
- Managed freelance writers for *Playbill*, junior writers, and department interns over multiple seasons, assigning work, providing editorial guidance, and ensuring publication-ready content.
- Provided final proofreading and editorial quality control for high-visibility collateral, including annual reports, commemorative books, fundraising materials, festival brochures, and institutional publications.

Editor (Contract) | Brookings Institution Report | Remote | February 2015

- Copyedited and proofread a **Brookings Institution** report on national medical device surveillance.
- Refined complex healthcare and policy content for clarity, consistency, accuracy, and publication readiness.
- Strengthened readability and editorial precision while preserving the seriousness and technical integrity of the subject matter.

EARLIER HEALTH & CONSUMER EDITORIAL EXPERIENCE

Senior Editor | WholeHealthMD.com | New York, NY | 1999–2001

- Served on the launch team for *WholeHealthMD.com*, a science-based consumer health website recognized by **Forbes.com Best of the Web**, developing and editing accessible health, wellness, drug, and nutrient-interaction content in coordination with medical experts.

Managing Editor | Rebus, Inc. | New York, NY | 1999–2001

- Managed editorial production for health, fitness, cooking, nutrition, medical, and consumer-reference titles from development through final production.
- Edited complex medical, health, nutrition, and consumer-reference content into accessible language for broad audiences, including projects produced in collaboration with **Johns Hopkins** and **Reader's Digest**.

SELECTED PUBLICATIONS & PROJECTS

- **Kennedy Center News** — lead writing and editorial management for a bi-monthly publication with circulation of **375,000**
- **Executive messaging** for Kennedy Center President — **12 messages per year** for *Kennedy Center News* and *Playbill*
- **Marquee TV Style/Tone/Brand Guide** — developed guidance for consistent audience-facing content
- **Brookings Institution Medical Device Surveillance Report** — editorial refinement of complex healthcare and policy content
- Health and consumer reference titles — editorial development in collaboration with **Johns Hopkins** and **Reader's Digest**

EDUCATION & ADDITIONAL TRAINING

American University — B.A. in Print Journalism and German

HubSpot SEO Certification Course

LinkedIn Learning Agile Foundations