

Richelle Putnam

Marketing Management/Award-Winning Author/Journalist/Editor

richelle1putnam@yahoo.com • www.richelleputnam.net

601/880-1089 • Meridian, MS

Dare to Dream. Dare to Discover. Dare to Do.



EDUCATION

B.S. Marketing Management | Western Governors University | Salt Lake City, UT | Graduated June 2021 | **Certificate of Excellence - English Comp I**

Diploma: Advanced Writing Program | Open College for the Arts, An Affiliate of The Open University, University of Glamorgan in England, 2004
(Additional diplomas/certificates in writing available upon request)

PROFESSIONAL SUMMARY: Accomplished project director with successful record in attaining grant funding, project sponsorships, and evaluating objectives/goals; and insightful arts industry marketing specialist proficient in storytelling, strategic planning, social media/ad campaigns, and website/content development.

June 2014 – present

Managing Editor/Writer, The Bluegrass Standard Magazine

- Brainstorm with publisher about issue themes and publication brand.
- Research/gather information for potential stories to pitch to publisher.
- Oversee publishing schedules, editorial calendars, and pitch workflows.
- Edit assignments in content, format, grammar, and punctuation.
- Design story layouts, input text and photos, and uploaded to website.
- Photograph and interview artists at bluegrass festivals and conferences

May 2010 – present – Mississippi Humanities Speaker

- Develop presentations, lead workshops, and perform lectures at schools, libraries, and in communities on a variety of historical subjects

July 2007 – present – Mississippi Arts Commission (MAC) Roster Artist/Teaching Artist

- Excite students about learning through arts-integration
- Inspire teachers to use arts-integration methods in the classroom

April 2012 – May 2019 – Special Arts Projects Director, The Montgomery Institute (TMI), Meridian, MS

- Stimulated learning through arts-education programs in Head Start Centers, East Mississippi Boys & Girls Club, and early childhood development centers in Lauderdale and Clarke Counties, Mississippi
- Developed and coordinated events, including the East Mississippi/West Alabama Mayors Network quarterly luncheons
- Updated monthly budgets of grants in Excel
- Achieved grant funding and sponsorships for Highway 80 Songwriters Festival and Songwriting Workshops, Head Start early childhood arts integration learning, arts-integrated workshops in Lauderdale County, Mississippi public schools, and accomplished creative approaches in strategic planning for economic development projects affecting East Mississippi and West Alabama

September 2013 – June 2018

Talk Radio Host, SuperTalk Mississippi

- prompted intimate conversations with guests in entertainment, health, education, politics, and economic development on two weekly one-hour shows, Behind the Scenes (Wednesday) and Looking Back (Tuesday)
- Extensively researched subjects to prepare for guest interviews

WRITING AWARDS:

2014 and 2020 Mississippi Arts Commission Literary Fellow (Fiction)
2014 Moonbeam Children's Book Award Silver Medal (*The Inspiring Life of Eudora Welty*)
2017 Foreword INDIE Book Awards, Bronze Award, Regional Category (*Mississippi and the Great Depression*)

Published Books:

Lauderdale County, Mississippi: A Brief History (The History Press, 2011)
Legendary Locals of Meridian (Arcadia Publishing, 2013)
The Inspiring Life of Eudora Welty (The History Press, 2014)
Mississippi and the Great Depression (The History Press, 2017)
Mississippi in the Great Depression (Arcadia Publishing, 2021)

Presentation Highlight:

Mississippi and the Great Depression: Economic, Social, and Racial Divides

Project Highlight:

Creative Strategies in Economic Development Conference | Meridian, MS | January 29, 2014 | recognition award from the Mississippi Economic Council.

(Additional presentation/project information available upon request)

VOLUNTEER SERVICE:

Boys & Girls Club of East Mississippi | Meridian, MS | 2005-2018
Head Start Mississippi Action | Meridian, MS | 2007-2018
Mississippi Children's Museum | Jackson, MS | 2016-2019
MUNA Federal Credit Union Board Member | 2014 – present
Scholastic Writing and Art Awards | 2017-present | Judge - Mississippi
IPBA Benjamin Franklin Awards | 2009-2016 | Judge – multiple categories

PROFICIENCIES:

Microsoft Office Suite • Research • Public Speaking • Team Building • Writing/Editing • Website Design and Content Development • Social Media/Internet Marketing • SEO