

# KIP MISTRAL

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## HIGHLY SKILLED SENIOR WRITER, EDITOR & CONTENT DEVELOPMENT PROFESSIONAL

PROJECT TECHNICAL EDITING | INSTRUCTIONAL WRITING | STORYTELLING

*Author of the book titled 'Horse Training in Hand' that became a best-selling book on Amazon for 10 years.*

Achievement-driven and best-selling book author with an outstanding career spanning over two decades in writing, editing, technical writing, publishing, marketing, and advertising. Possess a unique and inspirational writing style with commendable skills in all aspects of content development, writing, proofreading, and editing. Fluent in consensus building, understanding market demands, and tailoring writing pieces to meet the audiences' requirements. Excel at managing projects, coaching authors and writers, as well as disseminating targeted messages through books, blogs, and articles. Stellar record of writing 120 articles for the international clientele and creating content including self-published print and digital books for other authors. Proven ability to quickly comprehend complex material, as well as organize and edit information of all kinds to transform it into coherent, smoothly flowing written pieces.

### Areas of Expertise:

Writing, Editing & Proofreading | Content Development | Technical Writing | Business Writing | Procedure Writing  
Blog Writing | Article Writing | Book Writing | Research & Analysis | Copywriting | Social Media Engagement  
Writing Coaching | Publishing | Communication | Journalism | Public Relations | Marketing | Project Management

## PROFESSIONAL EXPERIENCE

EDITIONS MISTRAL LLC; Tucson, AZ

2013 – Current

### **Publisher/Editor**

Conceptualize, research, and produce original and best-selling content for the audience. Prospect new clients and administer 4-5 projects at a time. Singlehandedly manage the entire writing process from curating content to publishing and marketing it across social media platforms. Prepare stories, articles, books, and blogs per the relevant editorial style and international standards. Connect with professional writers and peers on social media groups to gain a better understanding of current market trends to create compelling content.

- Independently pursue writing projects and hold full accountability for **editing, marketing, and creating the layout**, as well as transforming narratives, and developing ideas for books.
- Guide, train, and mentor **authors and writers to polish their writing skills**; coach them on grammar, style, manuscript improvement, and content development.
- Authored a book titled **'Horse Training In-Hand (An instructional manual)'** that became a best-selling book in the 'Showing and Training' category on Amazon for >10 years and received a rating of 4.6/5.
- **Published and marketed books for 2 authors**; managed the entire project lifecycle and administered a wide array of activities including editing, proofreading, and publishing.

THE P.R.E. HORSE MAGAZINE

2012 (12 Months)

### **Editorial Director, Managing Editor, Editor, and Art Director**

Brainstormed ideas and new concepts for each edition of the P.R.E. Horse Magazine and undertook full responsibility for overseeing the entire editorial work. Wrote feature articles and led all activities of the graphic designer, reviewed and approved artwork, layout, and magazine cover. Planned and finalized magazine content in close coordination with the Director of the magazine's parent Foundation.

- Handled and coordinated **end-to-end marketing and advertising efforts**; deployed best practices and techniques to maximize market penetration.
- Planned and approved visual tone of the magazine; responsible for **content planning and editorial scheduling**, as well as proofreading and improving all guest articles.

LLKELLY, INC.

2011 (4 Months)

**Editor Consultant**

Served clients from diverse backgrounds including oil companies, industrial facilities, hospitals, etc. Reviewed, developed, and proofread drafts. Performed all kinds of development edits such as determining relevant information, removing repetitive verbiage, and ensuring the final content is comprehensible.

- Analyzed and significantly improved **content of technical reports** pertaining to a variety of topics including soil gas assessments, risk assessments, beneficial use surveys, work plans, groundwater, and industrial wastewater permit progress.

MINTEC, INC; Tucson, AZ

2009 – 2011

**Communications Coordinator / Senior Technical Writer**

Handled the entire gamut of marketing for Mintec including securing advertising, creating articles for international industry magazines and overseeing the company newsletter. Leveraged expertise to develop corporate technical marketing communications. Conducted research for case studies and ensured clarity and completeness in all written marketing materials.

- Played an instrumental role in **streamlining the graphics department** and optimizing existing processes.
- Supervised the **revision and updating of the company's suite of software product training manuals** in English and Spanish.
- Prepared templates, as well as **consulted with subject matter experts** internationally and across the company to provide senior perspectives on the content.

*Additional Experience: Senior Information Developer at IBM (2008); Author and Journalist at Kip Mistral, Freelance Writing Projects (2006 – 2008); Senior Technical Writer at Vision Solutions, Inc. (2002 – 2006); Technical Writer at Omega Legal Systems (2001 – 2002); Technical Writer at FileNET (1998 – 2000); Technical Writer at General Automation (1996 – 1998); Administrator at Orange County Natural History Museum (1993); Associate Director/Operations at Volunteer Center of Greater Orange County (1991 – 1992), Assistant Director of Fran Josnick Therapeutic Riding Center (1989) and various other roles.*

*Teaching Experience: Adjunct Faculty at California State University, Fullerton, Technical Writing Certificate Program, Adjunct Faculty, English Department at Scottsdale Community College; Associate Faculty, English Department at Saddleback College.*

**AWARDS**

**2 Personality Profile Article Awards from The American Horse Publications Organization**

**CERTIFICATES**

**Technical Writing Certified**  
**Non-Profit Executive Management Certified**

**EDUCATION**

UNIVERSITY OF CALIFORNIA, IRVINE, CA

**M.A. English**

CONCORDIA UNIVERSITY, IRVINE, CA

**B.A. English**

SAN DIEGO STATE UNIVERSITY, SAN DIEGO, CA

**Educational Technology 540 (Graduate Level Course)**