



Portfolio

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Case Studies

I've been told by clients that what differentiates my work as a writer and strategic communications professional is my ability to absorb a brand's voice and convey the unique culture of each department or institution, and convey into captivating stories. I've used my research and interviewing as well as fact-checking skills, to bring alive faces, relationships, discoveries and academic research, including laboratory research and private/ public partnerships. My goal is to show just how relevant each story can feel in people's lives.

Press Releases

I've developed editorial calendars, helped design long-term creative campaigns with print and online components for colleges and universities. For instance, in my work with TargetX, a higher education consulting firm that offered creative services, I worked for American University, Albright College, Widener University, Gwynedd Mercy College, Lake Erie College and Champlain College, among many others, to help them connect their annual search goals with persuasive marketing and copywriting. I also connected the products of a company to national headlines in the field of higher education.

Profiles

I work to infuse my feature stories, profiles, press releases, website copy, emails, brochures, etc., with enduring power while always exercising fidelity to institutional goals. I aim to deliver thematically-driven storytelling and nuanced content that's consistently on strategy. I am well versed in editorial management, strategic media outreach, web technology and social media promotion.

Interview Sample

Combining my academic background with journalism and publishing experience, I've interviewed scientists and historians, written alumni profiles and developed feature stories among other print and digital communications. I love creating multilayered and nuanced stories, conducting in-depth research, fact-checking data and locating trends and experts for the purpose of informing and entertaining readers.

Awards & Recognition

Biography

CASE STUDIES

See link to complete article at:

<https://www.targetx.com/higher-ed-insights/case-studies/keene-state-college/>



Request a Demo

Case Study: TargetX and Keene State College

TargetX Recruitment Suite led to faster application turnaround, happier staff, and greater productivity

Challenges: Admissions processes that require the use of multiple data systems and high levels of manual management

The Admissions staff at Keene State College were working hard, but not always efficiently. The college's student prospect data existed across multiple systems and countless tasks needed to be completed manually. This process created frustration, wasted valuable time, and made working offsite difficult.

"When TargetX described what they could offer, I couldn't believe we could be that integrated and automated," says Peg Richmond, Director of Admissions at Keene State College. "Before we began working with TargetX, we needed to have two Virtual Private Networks open at the same time and be in two different systems to get our work done, which made it very challenging and annoying."

Richmond was incredulous that certain challenges could be easily overcome with the TargetX Application Review. She explains it took time to grasp that tedious tasks, like indexing student information, could be completely automated.

She says, "It didn't make sense to me that [students] could apply and then, the very next day, they could actually be complete. I kept saying, 'No, you are not showing me where the indexing comes in, where you are connecting the student to the other material.' I kept insisting that 'somebody has to go in and attach the student to the document that came in.' [TargetX staff] kept reassuring me. There was such a disconnect for me that this was going to be so automated. It just didn't seem like it could be so easy."

The Keene State staff soon learned that it was, in fact, that easy.

Solutions: The TargetX Application Review tool centralizes data, allows staff to work remotely, and aids in faster turnaround for application review and decision processing

Keene State invested in the TargetX Application Review tool, which is part of the TargetX Recruitment Suite.

The Application Review tool allows admissions staff to complete mobility when reviewing applications without the headache of logging files when traveling or working remotely. This feature was an important benefit for the staff members on a day-to-day basis.

"The biggest difference for the staff was they were able to read applications from everywhere. I think that really clicked for people. It was so exciting," says Richmond. "For example, we have a counselor who has a new baby. He is home and still able to read applications. We haven't had to have any stops, which is great."

Equally exciting for staff is that there is no longer any need to log in to multiple data systems. "It's nice to have everything in one system. We can literally have everything loading into the system while we're sleeping," says Richmond.

Results: Keene State's adoption of the TargetX Recruitment Suite leads to faster application turnaround, happier staff, and greater productivity

The Keene State staff are thrilled with how much faster the turnaround has been for application review and decision processing, and the safeguards in place to prevent errors.

The TargetX Application Review tool's automation services have drastically slashed time spent on manual processing and review, Richmond says. "Normally, we would receive an application and begin processing within two weeks. Now, it's within a day. Before, from submission to formal completion took a week. Now, if the documents are submitted within the day, it's automatic. It's done."

She adds, "We also estimate that it used to take us 4-5 hours to get formal decision letters ready to mail. Now, it takes about an hour. And after eliminating indexing, we are saving 15-20 hours per day!"



Keene State College at a Glance

- A member of the University System of New Hampshire
- Located in Keene, New Hampshire
- 4,841 students
- Founded in 1909
- Home of the Owl

TargetX Solutions

- Recruitment Suite
- Online Application
- Application Review
- Events

Goals

Keene State College needed an integrated application review and decision system that:

- centralizes student data
- aids in faster turnaround for application review and decision processing;
- allows for remote application review and candidate decisions; and
- supports a built-in checks and balances system to prevent human error

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CASE STUDIES

See link to complete article at:

<https://www.targetx.com/higher-ed-insights/case-studies/averett-university/>



Request a Demo

Case Study: TargetX and Averett University

TargetX CRM Increases Application Conversion at Averett University

Challenges: Averett had aggressive retention targets but did not have a system in place to support their efforts

Vice President for Enrollment Management at Averett University, Stacy Gato, was concerned with "what a miserable experience [it was] for a student to hear from five different offices that they hadn't done what they needed to," instead of receiving one targeted, supportive call that led to a timely solution. She knew this was not the way to enroll or retain students. This problem existed as a result of Averett University staff members working with multiple systems that made their work unnecessarily time-consuming, frustrating, and inefficient.

Students suffered from confusing and disjointed experiences with campus contacts as a result of the previous system. When Gato did an inventory of the varying "points of contact" students were having all over Averett's campus—in the 24-hour student success center, with a coach, or in the financial aid office—the list was long. Gato describes the old process. "Originally, we used PowerFAIDS for financial leads, we had TargetX for admissions, and we had our SIS for everything else. We desperately needed some sort of solution to bring all of this information together."

Solutions: The adoption of the TargetX CRM deemed a "game changer"

"I knew right away that the TargetX CRM was the answer for us," says Gato. "The TargetX CRM not only provided core recruitment tools, such as Prospect, Application and Decision, but most importantly gave all staff a single view of a student to support our retention efforts."

The launch of the TargetX CRM at Averett University proved to be a "game changer for the university," says Gato. The CRM allows for easy launch and integration and simple data dashboards—pulled into a centralized data system—that are immediately actionable.

Now, instead of students hearing from multiple offices to solve challenges, Gato says, "We are able to have one very strategic, caring, nurturing call." With the TargetX Retention CRM, staff are able to identify flags quickly and reach out to students by email, text, or through a mobile app.

The launch and integration was "virtually seamless," says Gato, and the CRM's worth was felt all the way to the top. Gato describes the "moment she will never forget" when she showed the Averett University President the power of the TargetX CRM data dashboards.

The President said, "These are wonderful, but so what? What can we actually do with these dashboards?" Gato replied, "I'm so glad you asked! Each of these dashboards gives us information that we can take immediate action on. We have a centralized place to house our most important data, but also, the tools to interact with students to improve their experience."

The President was sold.

Results: A dramatic increase in freshman retention rates from 57 percent to 71 percent

Gato saw the adoption of the TargetX Retention CRM as a real opportunity to implement a "student-centered approach" at Averett. With the new tools in place, Gato was able to realize tremendous results. She says, "In 2014, our first-time freshman retention rate was 57 percent. When we launched the TargetX CRM, we set the lofty goal of getting to 65 percent. We actually landed at 71 percent retention!" says Gato. "Moving the needle 34 percentage points is very difficult. We were ecstatic with the results."

We also moved from 72 percent overall retention to 77 percent [in the year after]. These results are absolutely because we had the ability to bring together all the groups that intersect with our students and maintain a high touch throughout the process of re-registration."



Averett University at a Glance

- Founded in 1869
- Located in Danville, Virginia
- Private, non-profit university
- Approximately 1,900 total students
- Home of the Cougars

TargetX Solutions

- Recruitment Suite
- Retention Suite
- Schools App
- Online Application

Goals

Averett University needed a CRM to manage their retention activities that:

- Centralizes information into one user-friendly solution;
- Provides a full 360-degree view of a student;
- Offers quick alerts and flags about individual prospects;
- Empowers staff to "work smarter, not harder" with the right data and simple dashboards; and
- Improves retention rates and is easily implemented

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PRESS RELEASES

Wild River Books Launches *If These Stones Could Talk*, Sept 19, 2018

<https://wildriverconsultingandpublishing.com/meet-us/our-press-room/two-new-jersey-women/>



Home Our Books ▾ Meet Us ▾ Contact Us 🔍

FOR IMMEDIATE RELEASE
September 19, 2018

Contact: Kimberly Nagy:
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Two New Jersey Women Bring Fresh Light to White-Washed Corner of History in New Publication

Wild River Books Launches *If These Stones Could Talk: African American Presence in the Hopewell Valley, Sourland Mountain and Surrounding Region in New Jersey* by Elaine Buck and Beverly Mills on November 7th.

Part genealogy, part history, and part personal memoir, rooted in an amazing amount of research, and written with grace and flair, this book brings to light a rich past that had almost been lost.

— James M. McPherson, author of *Battle Cry of Freedom: The Civil War Era*

Hopewell, NJ--Wild River Books announces the publication of *If These Stones Could Talk* on November 7th, 2018. There will be a formal invitation-only launch at the Grounds for Sculpture. A public celebration will take place on November 17, 2018 at the Hopewell Bistro in Hopewell, NJ from 1-4PM.

When authors of *If These Stones Could Talk* Elaine Buck and Beverly Mills approached Wild River Books about their book idea three years ago, they brought over a decade of research with them, but had no written material for the book they knew they had to write. They were both board members of the Stoutsburg Cemetery Association, a cemetery that is nestled in New Jersey's Sourland Mountain region. The cemetery was purchased by three Black men in the early 19th century to bury Blacks with honor and dignity. After the foray into historic preservation work that begins the pages of *If These Stones Could Talk*, Buck and Mills were convinced that they had a lot more work left to do to connect African American history to local and national history books, within which they still felt largely absent from the most visible narratives in United States history.

In her foreword for *If These Stones Could Talk*, renowned historian Emma Lapsansky-Werner, author of *The Struggle for Freedom: A History of African Americans*, writes: "Elaine and Bev's story is about both race-based pain and interracial triumph; it's about pettiness and greed and prejudice and ignorance and exclusion. But it's also about teamwork and mutual human concern, and about the intricacies of family life among and between White and Black Americans, stretching from the eighteenth and nineteenth century into the twenty-first century."

PRESS RELEASES

Targetx Hires Vivian Wong - <https://www.targetx.com/blog/targetx-hires-vivian-wong-as-chief-technology-officer/>

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TargetX Hires Vivian Wong as Chief Technology Officer

Technology Leader, Vivian Wong, Brings Proven Track Record in Managing Successful Global Engineering Teams, Superior Product Development and Customer-Focus

PHILADELPHIA, Feb. 08, 2016 — TargetX, the leading provider of campuswide CRM solutions for higher education, announced the appointment of Vivian Wong to Chief Technology Officer.

After a year of major new product releases, acquisition of the leading enrollment and analytics firm, and significant client growth, the announcement signals TargetX's commitment to both continued product development and customer satisfaction, core areas of expertise for Wong, who has a proven track record in delivering high quality products on time.

Vivian Wong is a dynamic, outcome driven and accomplished technology leader who brings a wealth of experience and talent in developing world-class software and guiding the outcomes of global engineering teams. Prior to joining TargetX, Wong served as Senior Vice President of Engineering at Service Max, a cloud-based solution for field-service providers built on the same leading platform as TargetX — Salesforce.

"I was so excited when the CEO of TargetX, Sasha Peterson, described his vision for product development at TargetX," says Wong. "The TargetX culture, completely focused on helping their customers, colleges and universities, communicate more effectively with students, really spoke to me. I love the fact that the mission at TargetX is about making an impact in the field of higher education and the world."

"It's perfect timing to bring Vivian Wong's energy, expertise and technology leadership to TargetX," says CEO of TargetX, Sasha Peterson. "She has led multiple global engineering teams all over the world at places such as PeopleSoft, Taleo, Oracle and Service Max. Throughout her career, Wong has remained focused on customers, aligning her passion for product development and scalability with customer needs, which matches our approach at TargetX perfectly."

"I'm not the kind of engineer who sits behind a desk," continues Wong. "I enjoy interacting directly with customers and building products around their strategic and operational needs. I've been in the enterprise space for most of my career. My area of focus is really about bringing scalability in three different areas—people, process and product."

TargetX continues its growth in higher ed as the industry leading CRM solution across campuses, reimagining how colleges can break down data silos, engage with students more effectively and reduce costs.

About TargetX

TargetX empowers institutions of higher ed to deliver on their promise — provide students with the skills necessary to achieve their life and career aspirations. We achieve this by solving the crisis of student success by creating a connected campus bridging data from enrollment to endowment. The company's CRM is built on the powerful [Salesforce.com](https://www.salesforce.com) platform — the most innovative customer relationship management system in the world. TargetX offers the most compelling and complete set of solutions, including the recent addition to the solution suite of two mobile-designed modules. The leading CRM company in higher ed, TargetX is reimagining the student experience through campuswide solutions that help colleges and universities build lifelong relationships with prospective students, current students and alumni. With its 17-year reputation for innovative technology and industry expertise, TargetX is the most trusted CRM provider in higher ed.

PRESS RELEASES

TargetX Builds College Application Process Students Really Want -

<https://www.targetx.com/blog/targetx-builds-college-application-process-students-really-want/>

TargetX Builds College Application Process Students Really Want

TargetX Brings The First Mobile Admissions' Application—and the Most Compelling Enrollment Solution on the Market—to the National Association for College Admissions Counseling (NACAC) Conference

PHILADELPHIA, PA October 1, 2015—TargetX showcases the first online application designed for students during the National Association for College Admission Counseling (NACAC) conference, October 1-3 in San Diego, CA.

TargetX's new student-centric Online Application is the first of its kind and the latest product released in the Recruitment CRM, the most comprehensive and compelling suite of recruitment solutions available in higher ed. Unlike most mobile applications framed around outdated paper models, TargetX's Online Application appeals to the growing number of students who use their phones to apply to college.

"Students are no longer linear," points out April Welch, Associate Vice President for Strategic Initiatives at Illinois Institute of Technology. "Other apps assume that a student is going to start the app, sit there and complete it. The TargetX app gives students the opportunity to jump around to the sections they want to. It gives them a great visual displaying the estimated time remaining to finish the app. Really, it is more geared towards the way students actually complete applications. Given the fact that they are applying to multiple places it is important to have a professional interface that gives our applicants a fast and smooth experience."

A Comprehensive Recruitment Suite of Solutions

In addition to the new Online Application, decision and scoring tools facilitate a paperless application review process, while student-yield tools like Schools App and UChar provide meaningful socio-behavioral data and communications opportunities. Every component of the CRM is backed by complete implementation services, training and an experienced support team for colleges to be successful.

"At TargetX, we've reimagined the entire recruitment process to better serve the needs of both students and admissions professionals," says CEO of TargetX, Sasha Peterson. "We invite admissions professionals to come see for themselves at the NACAC Conference in San Diego. They'll see how simple it is to build customized applications that attract students. They'll also witness the countless ways that applicants—who crave organization and guidance in their application experience—drove our product development process."

Visit TargetX at NACAC:

Experience the ease and functionality of TargetX's new Online Application. Build your own application, review the backend functionality, and then explore the other modules of the recruitment suite — from the iPad and web-based application review solution to the fully integrated engagement and yield tools. TargetX will be available in booth 301 and 312 October 1-3. Learn more or schedule an appointment at:

<http://www.targetx.com/nacac/>

PROFILES

Profiles created for Albright College: Love at First Root Canal and the Accelerated Degree Program: We Are In It For Your Life

EMILEE HART

“It was love at first root canal.”

See what Emilee's sinking her teeth into lately: www.albright.edu/emileehart

It's no wonder that Emilee's nickname was "Smiles" in high school. Besides her natural cheerfulness, Emilee has set her sights on the field of the perfect smile—dentistry. In fact, she was only 14 when her career was launched during a dinner party! She and her family were visiting the home of her father's longtime friend, a dentist and his wife needed an emergency root canal. When all of the adults at the table refused to participate in the procedure, Emilee happily volunteered. "I was absolutely intrigued. From then on I knew exactly what I wanted to do with my life," says Emilee.

Planning a career in the sciences, Emilee knew she wanted to attend a small college with top-notch science facilities and personalized attention. She was impressed during her visit to Albright when many of the professors sat down and talked to her. "I knew I would get the resources I needed at Albright," reflects Emilee.

One of Emilee's favorite resources? "I love the labs in the new Science Center, particularly for dissections. Figuring out exactly how an organism functions, rather than simply memorizing the theory, is irreplaceable," smiles Emilee.

Class: 2013
Major: Biology (Pre-dental), Spanish
Favorite Class(es): "Organic Chemistry," "Critical Thinking"

In 10 Years: Pedito-dentist
Fitting In: "The Peer Orientation Program (POP) really acclimated me. I got to know so many people."

"I put my shy on the back burner."

Emilee now enjoys the guidance of three advisers as she prepares for dental school. "I've got a whole team behind me."
 No wonder Emilee is all smiles.





Albright COLLEGE **ACCELERATED DEGREE PROGRAMS**
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It's never too late to begin. With several different convenient locations in Pennsylvania, we can help you start and finish your degree (in one of our Middle States Accredited programs) in as little as two years—while you attend class once a week.

We know how difficult finding the time to go back to school can be. Yet, we also know how important it is to your future. That's why we work with you step-by-step, challenge-by-challenge, achievement by achievement, to make sure you reach your goals. We've watched other potential students like you—from various backgrounds and ages—chart their course to personal satisfaction and financial success. Albright's Accelerated Degree Programs (ADP) can help you start planning for your future today. Whether you are a working adult with two years of college credits or you don't have any college credit at all, Albright will help find the program that is right for you.

In fact, our enrollment advisors are there for you right from the beginning, from your initial consultation to graduation and beyond. We know that by providing you with focus, structure, and an unwavering support system, you can accomplish any of your goals.

What students usually value most is that we bring real world experience directly into the classroom.

— Melissa Walls, Albright professor in Economics and Business



Earn your Bachelor of Science degree in one of our majors offered at our various locations in eastern and central Pennsylvania:

- Accounting
- Organizational Behavior/ Applied Psychology
- Business Administration
- Crime & Justice
- Information Systems
- Information Systems & Management

Our students often use the word "family" when describing the friendships and networking contacts they make through our programs, not to mention the reliable class structure and caring faculty they know will always be there for them even after they graduate.

One day a week really fit my lifestyle.

— Chayleen Cruz, Crime and Justice major



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INTERVIEWS

See link to complete article at:

<http://www.kimnagy.com/interviews/moonlight-science-a-conversation-with-molecular-biologist-and-entrepreneur-paul-schimmel/>

MOONLIGHT SCIENCE: A CONVERSATION WITH MOLECULAR BIOLOGIST AND ENTREPRENEUR, PAUL SCHIMMEL

This article was formerly published in Wild River Review as part of the Quark Park column.

by Kimberly Nagy



Quark Park Exhibit

I first met Paul Schimmel, a global expert in the fields of molecular biology, biochemistry and enzymology, on a sunny autumn day. We arranged to meet at Quark Park, an outdoor garden devoted to science and art. During our filmed interview we sat within an artistic representation of Schimmel's research constructed by sculptor, Robert Canon. Within hanging fragments of mirrors, tiny letters that symbolized genetic processes spun in the sunlight. Their reflections created circling flickers of light and random word patterns, depending completely on the mood of the sun. It seemed the appropriate setting to talk about the origin, unpredictability, and connectedness of all life forms.



Paul Schimmel

Schimmel is the Ernst and Jean Han Professor of Molecular Biology and Chemistry at the Skaggs Institute for Chemical Biology at the Scripps Research Institute in Southern California. Before that he served as the John D. and Catherine T. MacArthur Professor of Biochemistry and Biophysics in the Department of Biology at MIT. In 2001, Nature Magazine listed Schimmel's work as one of the developments that launched the Human Genome project.

SAMPLE EMAIL

from An Award-Winning Communications Plan

Dear [Adult Student First Name],

It's difficult to imagine that Kay Burky (an ADP student who recently graduated with a 3.91 GPA) once struggled with her decision to go back to school. But the highly successful student and human resources professional confesses to a few common concerns for non-traditional students.

“I guess my biggest fear remained ‘Was I going to be able to be successful?’ And ‘How was I going to balance being married, working full-time, and being a full-time student at the same time?’ But, it really worked,” stresses Kay, who not only landed a promotion at work after she graduated, but fell in love with her classes. “It was incredibly inspiring and rewarding,” recalls Kay.

If you're looking to get started on your application, remember that we are here to help you. In fact, at Albright, we work with you every step of the way, from application to graduation and beyond. [Click here](#) to get started right away. Hint: Bring your work history with you. At Albright, your experience in the real world counts.

Sincerely,

The ADP Admission Team

AWARDS & RECOGNITION

Excellence in Marketing Award by the Council For Accelerated Programs, July 2013

The national award recognizes ADP for its outstanding email communication and marketing plan. The College developed a data-driven, email marketing plan that drives students to a unique landing site, allowing for extensive evaluation of effectiveness. This innovative plan serves as a model for effective recruiting of adult students, according to the council.

“The CAP Excellence in Marketing Award represents the culmination of a team project that the Accelerated Degree Programs department began in 2011,” said Kevin J. Ezzell, director of ADP. “The email communication plan has allowed us to communicate more effectively with our prospective adult learners, while providing the Accelerated Degree Programs office with valuable information about what messaging is most critical to this student population.”

The award was presented to Albright at the Council for Accelerated Programs’ conference in Denver, July 30 to Aug. 1. “The award is very meaningful to Albright College, as it shows that our Accelerated Degree Programs continues to receive recognition within the area of adult education on a national level,” said Ezzell.

NJSAA Award for the book I edited and published for authors Beverly Mills and Elaine Buck, *If These Stones Could Talk*, November 2019

The Committee has selected your nominated work, *If these stones could talk: African American presence in the Hopewell Valley*, for the New Jersey Studies Academic Alliance Authors Award for the popular non-fiction category! We all greatly enjoyed the thoroughness of the research and the wonderful inclusion of so much primary source material and interviews that will be a huge help to future researchers. The Alliance’s mission is to bring together individuals involved in the study of New Jersey to further knowledge and act as a clearinghouse for information about teaching and research on New Jersey. The Alliance is by its very nature interdisciplinary and involves people at every level of teaching and research. Members include teachers (kindergarten through college), historians, geographers, museum and historical organization personnel, archivists, and librarians. However, anyone is welcome to join NJSAA who has an interest in the study of New Jersey.

Eric Hoffer Award Excellence in Independent Publishing Honorable Mention for Reference 2018

BIOGRAPHY

I'm an experienced writer based in Lambertville, New Jersey who currently operates as a sole proprietor. I am passionate about showcasing academic expertise and trailblazing research. I have interviewed Pulitzer-prize winning historians and McArthur-award winning writers, but I believe every story is important. I offer more than fifteen years of experience in writing, researching, editing and fact-checking for special publications. In addition to my writing and research experience, I've created award-winning marketing copy for websites, led book projects, written magazine articles, managed website migrations, and worked with high-profile partners such as Princeton University, the New York Public Library and PEN World Voices. I've also spearheaded creative campaigns with print and digital components for a wide range of colleges and universities. All of my work seeks to connect the goals of an organization, institution, or department to stories that “show” their message or demonstrate a clear outcome.

