

KENNINGTON WALL ([contact](#))

ABOUT

Kennington Wall is a D.C.-based communications and knowledge management professional. Kennington is a creative Web site designer and content manager. He has written, edited, and produced publications and media for a variety of audiences—social scientists, policy makers, nonprofit organizations, and the general public—on subjects ranging from drug policy to economics to housing. Kennington received a dual bachelor's degree in journalism and political science from Rutgers University. Kennington grew up in the Washington area and has worked in this area for 10 years.

EXPERIENCE

Indian Health Service (through Serco, Inc.), Senior Technical Writer and Web Content Manager/Designer, 2009–present

description: Kennington writes and edits technical publications for a national public health agency. He also creates Web content.

- tasks:
- ▶ Remediates thousands of pages of content to make them accessible to individuals with disabilities.
 - ▶ Is writing and designing a Web site on pain management.
 - ▶ Writes and edits technical documents on nursing.
 - ▶ Wrote, designed, and currently maintains a Web site on risk management.
 - ▶ Is designing and creating content for Web sites on suicide prevention and behavioral health.
 - ▶ Creates and maintains SharePoint sites on maternal child health and behavioral health.

Ayria, Communications Director, 2007–2009

description: Kennington managed communications for international recording group Ayria (from Toronto).

- accomplishments:
- ▶ Ideated promotions for Ayria, such as sales of CDs, merchandise.
 - ▶ Wrote and designed e-mailings for Ayria. Delivers Ayria's mailings and tracked the response, which hovered between 30 and 40 percent (far above industry average).
 - ▶ Managed Ayria's mailing list, which grew sevenfold.

Smithsonian Institution (through Quotient, Inc.), Web Content Manager, 2008

description: Kennington performed Web content management and design duties for a short-term contract.

- accomplishments:
- ▶ Updated the main site, www.smithsonian.org, and Newsdesk, newsdesk.si.edu.
 - ▶ Created advertising banners on a daily basis.
 - ▶ Designed Web pages using ASP, HTML, and Flash.
 - ▶ Set up and maintained a photo gallery.

Dare Mighty Things, Inc., Senior Analyst (Knowledge Manager), 2006–2007

description: Kennington led knowledge management efforts for the Mentoring Children of Prisoners and the Compassion Capital Fund technical assistance and resource centers. His duties included developing Web site taxonomy and content, producing communications tools (such as e-newsletters), and creating opportunities for knowledge sharing.

- accomplishments:
- ▶ Created and produced a monthly e-newsletter and a semimonthly e-bulletin for the federal Mentoring Children of Prisoners program. Compiled a library of online resources for the Mentoring Children of Prisoners (MCP) program.
 - ▶ Created and moderated an online forum for MCP.
 - ▶ Moderated online workshops for MCP. These events generated more than 200 posted messages each time.
 - ▶ Oversaw the branding, design, and editorial quality of MCP workshop publications and conference collateral.
 - ▶ Wrote a semimonthly e-newsletter for the federal Compassion Capital Fund, one of the lynchpins of the federal government's Faith-based and Community Initiative. The e-newsletter reached 4,000 grassroots organizers and social service professionals in the United States.
 - ▶ Oversaw Web content for the Compassion Capital Fund.
 - ▶ Oversaw the branding, design, and editorial quality of Compassion Capital Fund workshop publications and conference collateral.

QED Group, LLC, Senior Analyst (e-publications), 2004–2005

description: Kennington worked as a senior analyst on a knowledge management and communications contract for an international development agency.

- accomplishments:
- ▶ Wrote and edited publications for the Office of Microenterprise Development of the U.S. Agency for International Development, as a team member of a knowledge management and communications contract called Accelerated Microenterprise Advancement Project (AMAP).
 - ▶ Produced AMAP's principal communication tool, microLINKS Connections, a monthly e-newsletter delivered to 4,000 economic development professionals in ninety countries.
 - ▶ Led the effort to upgrade hundreds of USAID documents that did not comply with Section 508. Provided technical assistance on Section 508 to USAID contractors and grantees.

Aspen Systems Corporation (now Lockheed Martin), Publications Manager, 1999–2004

description: Kennington was a senior publications manager for a \$50 million community planning and development contract. He wrote or edited more than 40 technical assistance publications for federal clients, including cabinet-level officials.

- accomplishments:
- ▶ Managed publications and other media projects from start to finish for the U.S. Department of Housing and Urban Development (HUD). Created budgets and tracked expenses for these projects.
 - ▶ Hired and managed full-time staff and subcontractors.
 - ▶ Oversaw the translation of HUD documents from English to Spanish.

EDUCATION

B.S., journalism and political science, Rutgers University
Congressional internship
Who's Who in American Universities and Colleges

SOFTWARE

HTML, CSS, ColdFusion, ASP, XML, PHP, MySQL, relational databases
Interwoven: TeamSite and Open Deploy
Adobe: Flash, Dreamweaver, Illustrator, Photoshop, InDesign, Acrobat Professional
Microsoft: Word, Excel, PowerPoint, Outlook, Entourage
Platforms: PC and Mac

EDITORIAL

Chicago Manual of Style
GPO Style Manual
AP Stylebook

CONTACT

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