

RESUME

Karen Peterson | Karen@ClimateTucson.com | ClimateTucson.com

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Professional Summary

Accomplished journalist and storyteller with professional experience as a writer and editor for print, web, digital, and social media formats. Fulltime roles range from award-winning staff writing and story development to newsroom management, magazine publishing, and web and content production. Audience engagement using proven writing and interview skills strengthened with new tools for page readability and optimizing content .

Business Initiatives

- As a sole proprietor, generate leads, work in tandem with clients, create and manage projects, determine and adhere to budgets and deadlines.
- Founder, quarterly magazine for environmentalists and climate advocates in Marin County, CA.
- Founding partner, internal communications company serving Silicon Valley companies.

Awards & Recognition

Participant in an investigative series that earned the Point Reyes Light a Pulitzer Prize for Community Service. Contributed key articles on the under-the-radar activities of the cult Synanon to enter local politics prohibited by its nonprofit tax status. Followed tip from the LA Times.

Recipient, team award, Jesse H. Neal National Business Journalism Award, the American Business Press Association, for our development of Macworld Online.

Skills

Working knowledge of mass-market email newsletter services Constant Contact, campaign-based EveryAction, and MailChimp. Web developer, backend and design. CMS platforms, HTML, and WordPress. Adobe Photoshop, Acrobat Pro, Firefly AI. Apple utility and creative products, Safari, Firefox. Microsoft Word, PowerPoint. Zoom. Google Ai and database.

Professional Experience

Journalism and Storytelling: Contract/Freelance | 09/2006 – Present

National Geographic, The Washington Post, Acoustic Guitar, Strings magazine, Arizona Highways, Tucson Daily Star (op-eds), Nutrition Business Journal, Houzz (a home decorating site). [View Freelance Portfolio](#)

Physicians for Social Responsibility, Arizona chapter, Editor — Responsible for producing state-wide monthly e-newsletters with focus on renewable and clean energy, climate change, and heat as they relate to public health in Arizona. Published via EveryAction platform. [View Newsletters](#)

Imperial College London, UK — Curriculum writer for "Climate Innovation: Accelerating to Net Zero Emissions," a six-week online course from Imperial College Business School for executive education candidates. May – June 2022.

Climate Change Business Journal — Contributed in-depth analysis and reports on a wide range of topics related to climate change from a business and industry perspective, including nuclear energy, EVs, mining industry, energy efficiency, micro grids, smart grids, solar and wind power, hydroelectric power. June 2011 – August 2014. [Read Sample](#).

Climate Tucson, Founder and Moderator — Community climate education group designed engage the community in climate solution through conversations with climate scientists and researchers from the University of Arizona and nationally. Met in person, then moved to Zoom during pandemic. Outreach includes

collaborations with environmental and energy organizations on public education campaigns. 2014 – 2026. [Visit Website.](#)

Applied Materials, Santa Clara, CA — Contributor to Applied Matters, the internal employee magazine for semiconductor manufacturer Applied Materials. Coverage relied on ability to “translate” complex technical and scientific topics for a diverse audience. 2006 – 2007.

Business Initiatives

Founder & Publisher, Terra Marin Magazine, Marin County, CA

Print and web magazine specific to issues of sustainability as practiced in Marin County. One of the first community publications in the US to focus solely on climate change, Terra Marin realized its 45%–55% ad–editorial goal and garnered appreciative environmental readers before the Great Recession shut it down. 2007-2008. [Read Sample.](#)

Co-founder, Editrope Communications, a marketing company, Marin County, CA.

As principal and partner, responsibilities included client, vendor, freelance, and contract partner management; creating proposals; production and project supervision; developing content and content direction for clients; accounting and billing. 1997-2006.

Genencor Int’l, Palo Alto, CA, Beloit, Wisc. Rochester, NY

Developed overall strategy, branding identity and created the materials for an extensive HR internal communications campaign for the biotech company. Worked closely with senior management to create on-going targeted communications for employees at its three locations. Campaign credited with helping the company win #1 Best Company to Work for in 2005, on its second try. It came in second in 2004.

Alliance of Work-Life Progress / Forbes Magazine. Developed branding identity, Web site structure and navigation, and downloadable materials, including press releases, for the launch of a national campaign encouraging adoption of corporate work-life programs.

Hewlett-Packard, Palo Alto, CA. Web Publishing: Developed and managed content for HP’s customer-facing Web portal, the IT Resource Center. Internal Marketing: Developed branding campaign, newsletter, and intranet content for internal promotion of HP’s Microsoft Services division. Innovative News Service: Developed structure and wrote editorial content on all aspects of the high-tech industry for an intranet-based daily news report for HP’s 12,000-employee enterprise sales force.

Newspaper and Web Journalism

Macworld Online, San Francisco, Editor and Producer

Worked with the new electronic publishing technology to help create one of the first successful online magazines. Ongoing responsibilities included writing, editing, assigning articles, working with freelance writers and graphic artists, and developing and coordinating Web enhancements and interactivity. Byline: Karen Liberatore. 1995-1997

Staff Writer, Editor, Systems Tech, San Francisco Chronicle, San Francisco, CA

Numerous assignments including feature writer, special sections editor, book critic, history columnist, copy editor, production editor, and computer systems coordinator specializing in networking and remote communications. Byline: Karen Liberatore. 1983-1992.

Education

University of Arizona, Tucson

Bachelor's degree, Journalism

Licenses & Certifications

Climate Impacts and Adaptation - Department of the Interior, South Central Climate Adaptation Science Center (CASC)

ESG and Climate Change - Wharton Online

Energy Justice: Fostering More Equitable Energy Futures – Dartmouth College

Climate Change: The Science and Global Impact – Prof. Michael E. Mann, SDGAcademy, Penn State