



About Judi Ketteler

Copywriter & Corporate Storyteller

Judi Ketteler has been writing stories since she was old enough to hold a pencil. Now, she is a collaborator in storytelling. She makes her living strategizing with businesses to figure out how to best craft and deliver their message, from web sites and videos to speeches and books. In addition, she frequently works with content marketing agencies and web design firms. Judi has worked with brands such as Ethicon Endo-Surgery, American Heart Association, Cleveland Clinic, Cincinnati Children's Hospital Medical Center, ASICS, Origami Owl Jewelry, and Petco.

Judi got her start working at an agency as a copywriter, but has been on her own since 2002. A magazine-industry veteran, Judi has written for dozens of markets, such as *Better Homes & Gardens*, *Good Housekeeping*, *The New York Times*, *Runner's World*, *Self*, and many others. An essay she wrote for *Whole Living* won ASJA's award for "Best Magazine Essay" in 2011. Her first book, *Sew Retro: A Stylish History of the Sewing Revolution + 25 Vintage-Inspired Projects for the Modern Girl*, was published by Voyageur Press in 2010. Her second book, *The Spoonflower Handbook: A DIY Guide to Designing Fabric, Wallpaper & Gift Wrap* was published in September 2015 by STC Craft. Judi is currently working on a young adult novel.

When she's not writing, Judi loves running, yoga, and flea markets. She lives with her husband and two young children in Cincinnati, Ohio.

Find her at www.judiketteler.com.