

Meg Kennedy, B.A. English, Literature, 2013

By Madelyn Chambers

Proposal and Technical Writer, Gordon-Darby

“The concepts of communicating clearly and telling a story that’s compelling are pretty innate to an English major.... English is what opened the door for me.”



Meg Kennedy, a native of Louisville, Kentucky, graduated from Western Kentucky University with a bachelor’s degree in Literature in 2013. She is currently a remote Proposal and Technical Writer at the software company [Gordon-Darby](#), based in Louisville, Kentucky.

Kennedy was drawn to WKU because of the opportunities for study abroad and cultural engagement. “A campus life like you have at Western [is] not really present at a school that’s so integrated into the city,” said Kennedy. “At Western, you have so many opportunities to find a community, to meet people and grow your interests ... that you might not have at another school.”

Kennedy knew she wanted to major in English when she came to WKU, and her World Literature course with the late Professor Pat Taylor solidified her love of English. Her advisor, Professor Walker Rutledge, led a study abroad trip to Cuba in 2013 that Kennedy called a “really unique opportunity. Being able to go to Cuba when we did was really something special.”

After graduating from WKU, Kennedy chose to explore her other interests outside of English, because “any industry needs people who can communicate.” She took on several sales, marketing, and management positions before finding her niche at Gordon-Darby in 2018.

Although Kennedy knew little about computer software, she found that her English degree helped bring her natural communication skillset into the workplace. “If they can explain it to me, I can explain it to anyone else,” said Kennedy. As a proposal and technical writer, Kennedy works on proposals to help her company acquire business

from state and city governments. She prepares “written deliverables,” documents that explain how her company will handle a proposed project, as well as detailed “project plans,” which break down every step of the project’s execution. These duties connect directly to Kennedy’s English education. “If you are somebody who is organized, can communicate well, and who pays attention to the details, those are marketable English major skills that you can apply widely to anything,” said Kennedy.

In her free time, Kennedy enjoys renovating her new home, gardening with her husband, and learning how to make pastries at a local bakery. She also enjoys reading creative nonfiction and romance novels, because they are written “for women by women.”

Kennedy recommends that current students access the learning resources they have at WKU and network as much as possible. “Nowhere else will you have as many opportunities to have people who are actively invested in helping you learn and grow,” said Kennedy. “Everyone is on your team while you’re an undergrad.”

Kennedy also recommends that English students explore their interests outside the department. “Cultivate other interests, because that is probably where you’ll be finding employment. Most of my positions have been at companies where writing is not the main thing they do.” The interests that Kennedy cultivated in sales, marketing, and business gave her the tools to be the successful technical writer that she is today.

