



KRISTY PEPPING

COPYWRITER

CONTACT



Greater Chicago Area



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PORTFOLIO
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SOCIAL



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EXPERTISE

Digital Writing

Public Relations

Print Communications

Event Marketing

Creative Writing

Advertising

SUMMARY

I'm a copywriter who crafts communications, targets audiences and creates messages to deliver growth.

EXPERIENCE

CONTINU | Digital Content Writer

January 2018 – October 2018

Wrote bi-monthly blog articles on topics from freelancing to project management to tips for business managers.

HUBSTAFF | Digital Content Writer

January 2017 – January 2018

Wrote bi-monthly blog articles on topics from freelancing to project management to tips for business managers.

KRISTY PEPPING WRITING | Digital Content Creator/Copywriter

Remote / 2015 – Present

After quitting my corporate job to be a stay-at-home parent to three girls, I was ready to re-enter the working world. During my time away, I realized my passion and what I was truly good at was business writing. I launched my own copywriting agency with the skills I learned in my corporate and agency jobs, but as a remote freelancer.

- Wrote first proactive marketing, an advertorial for a local catering company.
- Created web copy, flyer and blogs for start-up staffing agency, The Mom Project.
- First writer hired for parenting start-up, Upparent.com. Wrote original blogs and promoted versus social media.
- Reached out and helped digital marketing companies with overflow copy needs: blogs, press releases, e-blasts and editing brochures.

UPPARENT | Advocate Supervisor

Remote / 2016 – Present

- Promoted to Supervisor after one year.
- Manage team of six writers. Edit their work, provide feedback, and make sure guidelines are met.
- Write several blog articles weekly.
- Provide constant feedback and way to improve to make this start-up a success.

SKILLS

SOCIAL MEDIA



A.P. STYLE



MICROSOFT OFFICE



PROJECT MGMT



COPY WRITING



BLOGGER OUTREACH



CLIENT HISTORY

Here is a list of clients I have worked with over my career:

+Advanced Thermal	+Allied Consulting,
+Autumn Consulting	+B.F.Ascher
+Bally Total Fitness,	+Coldwell Banker
+DeVry,	+Group 1
+I.A.M.A.,	+Keller Graduate
+Komatsu,	+Pixelbox
+Salvation Army	+Upparent
+Hubstaff	+Lifes Final Exp.
+Continu	+The Mom Project

TRAITS

ENTREPRENEURIAL

A team player who loves the individuality of writing

HARD WORKING

Willing to put in the extra effort for perfection

VERSATILE

Ability to write for B to B and B to C

DEDICATED

Rewrite, edit and tailor to each project

ADAPTABLE

Write to match voice, tone and medium

TESTIMONIAL

"Kristy is a strategic storyteller who knows how to connect brands with their audiences. She goes beyond simply writing copy – she really gets to know your most important customers to deliver meaningful content that helps drive results."

- *Christie Zielinski, Vice President
KemperLesnik*

EXPERIENCE (CONTINUED)

FIRST INDUSTRIAL REALTY TRUST | Marketing Manager

Chicago / 2005- 2008

Provided strategic counsel for 10 regional offices and produced targeted materials: national marketing, corporate branding, ads, press releases and e-blasts to help each office achieve its respective goals.

- Wrote first ever monthly company newsletter keeping employees informed of latest corporate initiatives.
- Seeing a regional need, created and wrote press release templates for easy P.R. boosting sales team's efforts by 20 percent.
- Standardized collateral printing across all regional and corporate office slashing costs.
- Managed tradeshow events including: creating marketing materials, organizing sales team, setting up booth and follow-up marketing efforts.

MERCHANDISE MART PROPERTIES | Marketing Director for Gift & Home

Chicago / 2005

My responsibilities included department budget, developing copy direction on all print collateral and e-blasts to customers.

- Managed a team of two on all marketing outreach efforts.
- Ran quarterly tradeshow events from logistics to marketing to budget.
- Liaison between sales team and showrooms to drive and keep occupancy.

EQUITY RESIDENTIAL | Marketing Specialist

Chicago / 2002 – 2005

Executed all written communication for department including: brochures, business letters, resident retention, event, press releases and advertorials. Project manager who consulted for Midwest Portfolio and condominium division.

- Launched marketing campaign encompassing five states increasing traffic 10 percent and applicants 17 percent in two weeks.
- Wrote article for Seattle condominium development producing five sales and over one million dollars in sales.
- Spearheaded copywriting for department. Use creativity to translate to sales
- Led copywriting for condominium redesign. Worked closely with I.T. and sales.
- Created a written template for premier apartment complexes

CUSHMAN/AMBERG COMMUNICATIONS | Senior Account Executive

Chicago / 1999 – 2002

Strong team member of a small generalist public relations agency. As part of this team, I wrote pitch letters, press releases, media alerts and called on key media to land placements.

- Generated media attention as account lead for Coldwell Banker
- Created and ran mentor program for junior staff.
- Facilitated media tour for national spokesperson.
- Developed consumer survey for Bally Totally Fitness and received great press.
- Rolled out style guide to Midwest regional team

EDUCATION

Indiana University

Bachelor of Arts with concentration in Business

1995 - 1999