

KRISTY PEPPING

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REMOTE CONTENT WRITER

I am a creative writer, marketing success partner, and multi-topic blogger connecting brands to audiences through high-quality, engaging content. With genuine enthusiasm for learning about new industries, subjects, and target markets, I collaborate with clients to align content with organizational goals for desired impact.

CORE COMPETENCIES

Creative Writing • Copywriting & Digital Content • Marketing Copy • Editing & Content Management • Brand Voice & Tone
Team Leadership • Style Guide Development • AP Style • Project Management • Research • Public Relations • SEO

Content Expertise

Blog, Social Media, & Website Copy • Press Releases • News Articles • Product & Service Marketing • Ad Copy
Marketing Campaign Copy • Marketing Collateral • Consumer Communication (Newsletter, Email, Direct Mail)

EXPERIENCE

- 2/2016- Present **UPPARENT** **CHICAGO, IL**
Content Supervisor – Remote (2017-Present)
- Manage content guidance, editing, and deliverables for team of six writers providing list-style articles on parenting topics and events in target markets.
 - Ensure content is grammatically clean, on schedule, and aligns with style guide, voice, and tone. Analyze metrics for search engine optimization, including key word usage and content readability.
 - Perform journalist and blogger outreach to strengthen public relations efforts in target markets, utilizing Cision to grow contact lists while gaining exposure and media placement for brand.
- Content Writer** (2016-2017)
- Created longform blog posts to engage and inform parents on current topics. Hired as first writer, providing key contribution to organizational focus and content development, submission, and review processes.
 - Developed initial web copy and social media outreach including posting strategy and content.
- 2015- Present **KRISTY PEPPING WRITING**
Select Clients: Advanced Thermal, Group 1 Automotive, Pixelbox, Komatsu, Catch 35, The Mom Project, Autumn Consulting.
Digital Content Creator & Copywriter
- Leverage expertise in business writing to deliver content writing services incorporating web copy, blogs, marketing collateral, press releases, e-blasts, and copyediting.
 - Developed first proactive marketing advertorial for local catering company.
 - Created content campaign featuring web content, flyer, and blogs for startup staffing agency.
 - Provided content for digital marketing companies to enhance their client services.
 - Ensure content is delivered within deadline, including required word counts, external links, and keywords. Assess readability and search engine scores leveraging programs such as WordPress.
 - **Continu** (1/2018-Present) – Deliver weekly blog articles on diverse business topics, including performance management, executive coaching, sales, and customer service training.
 - **Hubstaff** (1/2017-Present) – Create bimonthly blog articles on topics, including freelancing, project managements, and tips for business managers.
- 2008-2015 **LEAVE OF ABSENCE**
- I took a leave of absence from the workforce to care for my children and support family goals.
- 2005-2008 **FIRST INDUSTRIAL REALTY TRUST** **CHICAGO, IL**
Marketing Manager
- Guided marketing strategy across 10 offices, serving as corporate brand manager while simultaneously overseeing internal employee communications.

- Collaborated with sales teams across locations to develop regionalized resources, including advertisements, press releases, and e-blasts. Dramatically decreased marketing costs by standardizing collateral printing.
- Developed first company newsletter to inform employees of corporate initiatives, strengthen engagement, and foster team culture.
- Boosted sales team productivity 20% by identifying and meeting regional need for templated press release to enable public relations.
- Managed tradeshow event strategy and execution, including budget, logistics, booth setup, marketing materials, sales team coordination, evaluation of return on investment, and post-event lead marketing.

KEY PREVIOUS EXPERIENCE

1999-
2002

CUSHMAN/AMBERG COMMUNICATIONS

CHICAGO, IL

Senior Account Executive

Select Clients: Coldwell Banker, Bally Total Fitness, B.F. Ascher, DeVry University, Keller Graduate School, Salvation Army.

- Collaborated with clients to enable business goals through communications strategy. Developed pitch letters, press releases, and media alerts. Generated media attention/placement to support client initiatives.
- Served as account lead for Coldwell Banker, facilitated media tour for national spokesperson, and developed well-received consumer survey for Bally Total Fitness.
- Created and oversaw mentor program for junior staff to promote team culture and individual career development.

EDUCATION

1999

INDIANA UNIVERSITY

BLOOMINGTON, IN

Bachelor of Arts in Journalism with Business Concentration

TECHNICAL

- **Technologies:** Microsoft Office (Word, Excel), Google Docs, Trello, Cision, WordPress, Google Hangouts, Skype
- **Featured Industry Writing Expertise:** Parenting, Real Estate, Staffing, Technology, Nonprofit, Education