



# KRISTY PEPPING

CONTENT WRITER

## CONTACT



Greater Chicago Area



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PORTFOLIO  
[kristypepping](#)

## SOCIAL



[LinkedIn Profile](#)



[Google Plus Profile](#)

## EXPERTISE

[Digital Writing](#)

[Public Relations](#)

[Print Communications](#)

[Event Marketing](#)

Creative Writing

[Advertising](#)

## SUMMARY

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

## EXPERIENCE

### HUBSTAFF | Digital Content Writer *January 2017 – Present*

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

[Learn More](#)

### 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.

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### 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.

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## 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  
+Autumn Consulting  
+Bally Total Fitness,  
+DeVry,  
+I.A.M.A.,  
+Komatsu,  
+Salvation Army

+Allied Consulting,  
+B.F. Ascher  
+Coldwell Banker  
+Group 1  
+Keller Graduate  
+Pixelbox  
+And More

## 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.

[Learn More](#)

### 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.

[Learn More](#)

### 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.

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### 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.

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## EDUCATION

Indiana University  
*Bachelor of Arts with concentration in Business*  
1995 - 1999