



# KRISTI MCKEE

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COMMUNICATIONS PROFESSIONAL

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## CONTACT

 Mahopac, NY 10541  
 +1 914-906-3844  
 kristimckee@verizon.net  
 kristimckee.journoportfolio.

## I TELL STORIES...

...stories to connect, affect, and influence. From features and profiles to news posts, recruitment materials, cases for support, web copy, and more, I search for a compelling thread to weave a good story that supports brand messaging, captures attention, and moves readers.

## EDUCATION

**MA, VISUAL ARTS  
ADMINISTRATION**  
New York University

**BA, ENGLISH: BUSINESS  
AND TECHNICAL WRITING**  
University of Delaware

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## SKILLS

### PROFESSIONAL

Adept and Versatile Writer  
Skilled AI Prompter  
Clear Communicator  
Stickler for Grammar  
Creative Collaborator  
Strategic Problem-Solver  
Keen Eye for Detail  
Interpersonal Acumen  
Sense of Humor

## WORK EXPERIENCE

### **Associate Director of Communications Editorial Services Manager**

2012 - 2014 | 2014 - Present | Purchase College, SUNY

Serve as the writer in the Office of Communications and Creative Services, the college's centralized branding agency, ensuring external college communications carry core brand messages and meet brand standards for visuals, voice, and tone.

- Oversee all Admissions communications to prospective, admitted, and deposited students in print and digital communications and web content.
- Identify, write, and post stories demonstrating the brand for the web and print materials.
- Responsible for content on main website landing pages.
- Serve as Editor-in-Chief of 'Proof' (formerly PURCHASE) alumni magazine.
- Supervise the full-time Content Manager/CMS Support Specialist

### **Project Management Highlights**

#### WEB

- Refresh design and content of all main and academic landing pages. | 2024
- Year-long complete overhaul/relaunch of purchase.edu, relaunched. | 2017

#### VIDEO/PHOTO

- 'Beyond the Brick' branding videos, including outreach to identify subjects, schedule all location shoots, and assist with art direction. | 2023
- Produced 10-minute video honoring the retiring college president. | 2018

#### PRINT

- 'A College As Unique As You' recruitment campaign, including creative concepts, writing, and art direction. | 2024
- 'Proof' alumni magazine complete redesign. | 2023
- 'Think Wide Open Creative Investment' capital campaign materials, including concept creation and writing. | 2017



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### SKILLS

#### TECHNICAL

Adobe Creative Suite:  
InDesign, Photoshop,  
Illustrator

Microsoft Office: Outlook,  
Word, Powerpoint, Excel

AI: Chat GPT, Claude

Livewhale CMS

Campaign Monitor

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### EXTRA

#### AI Crash Course

Section.com | 2024

#### Leader of the Pack

PSC | 2024

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### INTERESTS

Photography

Painting and Mixed Media Art

NYT Digital Games Addict

Family Genealogy

### WORK EXPERIENCE CONTINUED

#### Director of Marketing

February 2001 - April 2012 | Neuberger Museum of Art

Oversaw marketing program for brand awareness, events, and exhibitions.

- Administered departmental budget of \$250,000
- Managed outside PR agency and designers; including a visual rebrand.
- Conceived of and produced Neu Nights Out—a series of art, music, and cocktail parties in partnership with WFUV Radio 90.7 fm

#### Special Projects Manager

December 1997 - February 2001 | Neuberger Museum of Art

Assisted museum director on a variety of special projects, including:

- Produced the inaugural family benefit and silent auction; managed a team of 18 staff and volunteers [netted \$12,000 / drew 450 participants]
  - Produced the Westchester Arts Network Tribute to Kitty Carlisle Hart gala [netted \$40,000 / drew 300 attendees]
  - Spearheaded the AAM Accreditation achievement
  - Managed space rental program
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### VOLUNTEER + COMMUNITY

#### Professional Staff Council, Purchase College

Treasurer, 2023–present

Communications Committee Chair, 2020–2023

#### The Children's Center, Purchase College

Secretary, Fall 2015–present

Board Member, 2012–present

#### Mahopac Lions Club

Community Volunteer, Fall 2021–Spring 2024

#### Mahopac Hockey Association

Member, Board of Directors | Fall 2018–Spring 2023

Spring Varsity Team Manager | Spring 2019

Volunteer | Fall 2015–Spring 2025

Design and produce YearEnd Journals | 2021–2025

#### Fulmar Road Elementary School Parent/Teacher Organization

Membership Coordinator | Fall 2015–Spring 2017

Auction Committee | Fall 2010–Spring 2015, Fall 2017

Worked extensively on marketing collaterals and programs and assisted in event management for the annual auctions, the major fundraisers of the year.