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# KRISTIN KROEGER

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## PROFILE

### Communication Specialist

Extensive experience planning, organizing, composing, editing, proofreading, formatting, perfecting, and publishing on-brand print and web content for a variety of audiences and industries

### Project Coordinator

Adept at organizing tasks and priorities, managing time and resources, adapting to changing requirements, and meeting deadlines without direct supervision

### Web Administrator

Skilled at leveraging HTML5, CSS3, UI/UX training, bootstrap CMS principles, and a foundational understanding of frontend development concepts to build, update, optimize, and troubleshoot web assets

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## EXPERIENCE

### Content Developer and Publisher

*Self employed • B2B and B2C clients worldwide • 20+ years*

Copywriting, copy editing, proofreading, web administration, social media, research, and graphic design

### Marketing Manager

*Object Computing, Inc. • B2B software engineering company • 4 years, 11 months*

Marketing and Technical Content Development

- writing, editing, proofreading, formatting, publishing

Project Management

- prioritization and oversight of timelines, deadlines, tasks, and resources
- email and social media campaigns; event promotion; style guide and brand consistency

Website maintenance for multiple sites on a variety of platforms

Experience Design Support

- branding discovery workshops; editorial style guide development for new brands; copy and microcopy writing for web assets and user interfaces; web design collaboration

### Senior Content Strategist

*OneSpace • SaaS startup • 9 months*

Wrote website content; hired and supervised contract writers; developed content calendar; assigned, edited, and published case studies, blog posts, and other marketing collateral

### Creative Account Executive

*Zeis Group • full-service marketing agency specializing in financial services marketing • 3 years, 6 months*

Collaborated with project managers, account executives, art directors, and web developers to support multiple client accounts, including a Fortune 500 investment firm

### Director of Course Development

*Insurance License Express • online professional licensure education provider • 1 year, 7 months*

Managed development of Series 6, Series 63, life insurance, health insurance, and property & casualty insurance pre-licensing courses; hired and supervised contract writers; confirmed course adherence with regulatory requirements

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## EDUCATION

### Master, Professional Writing

Chatham University, 2009, 4.0 GPA

### Master, Education

American Intercontinental University, 2004, 4.0 GPA

### Bachelor, Film Studies

University of Kansas, 1995, 3.83 GPA

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## TECHNICAL PROFICIENCIES

Microsoft Windows, iOS • G Suite Mail, Calendar, Docs, Sheets, Slides, Forms, Sites, Data Studio • Microsoft Word, Excel, PowerPoint, SharePoint, Outlook, Teams • Slack, Hangouts, Zoom • HubSpot, Zapier • Trello, Airtable, Basecamp, Jira, Workfront, Asana, Confluence, Miro, Redmine • Canva, Adobe InDesign • HTML5, CSS3, Markdown, Wordpress, Concrete CMS • Figma

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