

# KRISTIN COOK

CREATIVE CONTENT MANAGER

## CONTACT

- 📞 612-986-5423
- ✉️ kristin.cook23@gmail.com
- 📍 601 7th Ave S, Hopkins
- 🌐 www.kristincook.com

## PROFILE SUMMARY

Highly creative and driven professional with over 10 years experience in content management, copywriting, and affiliate marketing. Passionate about turning ideas into reality and creating content that truly connects with people. Ready to transition into a role that fully utilizes my creative talents and allows me to thrive in an innovative environment.

## EDUCATION

2003 - 2007

**BETHEL UNIVERSITY**

- BA, English Literature & Writing
- Humanities Teacher's Assistant
- Senior internship w/ Big Brothers Big Sisters (grant writing, newsletter writing)

## SKILLS

- Content Strategy/Creation
- eCommerce Affiliate Marketing
- Leadership
- Writing & Editing
- Creative Conceptualizing
- Storytelling
- Visual Art (drawing, painting)

## VOLUNTEERING

- Aquila Elementary PTO Communications Chair (2019-2022)
- Girls on the Run Coach
- Girls Scouts Co-Leader
- St Louis Park Lacrosse Association Website & Media Manager

## WORK EXPERIENCE

**Internet Brand**

2012 - PRESENT

Content Manager

Effectively manage the entire content strategy for Ben's Bargains, a leading online deals website with over 2.5 million monthly visits.

- Direct management experience: lead a team of 3-7 remote editors, overseeing the creation of 100-150 deal posts daily; includes onboarding, training, skill development and performance tracking
- Targeted "micromarketing": mastered the art of micromarketing by curating content tailored to the specific interests of a niche audience, driving engagement and conversions
- Affiliate marketing expertise: in-depth knowledge of major affiliate marketing networks including Amazon's in-house program
- Market insight: provided expert consumer shopping trend analysis and forecasts; featured in publications like USA Today, Market Watch, Business Insider, Kiplinger and Forbes
- Versatile writing and editing: extensive experience in various writing and editing styles, with a second nature grasp of grammar
- Product development collaboration: worked closely with Product Development teams to identify user pain points, devise effective solutions, and contribute to strategic initiatives that enhance the overall user experience

**Volunteers of America MN**

2007 - 2012

Grant Writer & Events Coordinator

As part of the Resource Development team, I gained experience in grant writing, event planning, and community engagement for non-profits, coordinating large-scale events with over 3,000 participants annually.