

KRISTIN COOK

CREATIVE CONTENT MANAGER

CONTACT

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PROFILE SUMMARY

What do you get when you take an enthusiastic English major with a passion for writing, add 5 years of nonprofit grant writing and volunteer event planning experience, then drop her into an eCommerce content management role at a deals website for 10 years? Well, you get me: a dynamic and versatile content strategy mastermind who understands and values human connection just as deeply as affiliate marketing and SEO.

EDUCATION

2003 - 2007

BETHEL UNIVERSITY

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

VOLUNTEERING

- Aquila Elementary PTO Board, Communications Chair (2019-2022)
- St. Louis Park Girls Lacrosse Association Board, Website & Media Manager
- Girls on the Run Coach
- Girl Scouts Leader
- "Picture Person" Art Docent, St. Louis Park Public Schools (2016-2019)

FUN FACTS

- Once featured on the local news for drawing "lunch notes" for my kids
- Have been cosplaying for movie premieres since high school
- Have an alter-ego named Halloqueen who appears every October
- Preferred method of transportation: Rollerblades

WORK EXPERIENCE

Internet Brands

2012 - PRESENT

Content Manager

Grew from part-time copywriter to leading the entire content strategy for Ben's Bargains, a top online deals website with over 2.5 million monthly visits. Delivered engaging, high-quality content that boosted user engagement, site traffic, and revenue.

- Hired, developed and directed a team of 4-7 editors.
- Specialized in "micromarketing," crafting content targeted for niche audiences.
- Increased revenue by over 10% in my first year as manager. Transformed concerns of declining profits in 2020 into record-breaking numbers in 2021 through agile pivots in content strategy during the pandemic.
- Showcased versatile writing and editing skills with unnatural speed and innate grasp of grammar.
- Collaborated with product development and UX experience teams to enhance site functionality.
- Recognized as a consumer shopping insights expert, featured in publications like USA Today, Market Watch, Business Insider, Kiplinger, and Forbes.

Volunteers of America MN

2007 - 2012

Grant Writer & Events Coordinator

Wore many hats as part of the Resource Development team for a large human services nonprofit. I wrote grant proposals, planned and promoted community events, and led creative strategies to attract corporate volunteer groups to support our mission. Highlights include:

- Expanded and revitalized our holiday Adopt-a-Family program, growing from assisting around 100 families to nearly 2,000.
- Forged a strategic partnership with Panera Bread to transform a modest school supplies drive into "Operation Backpack," providing backpacks to thousands of low-income children statewide.
- Secured grant funding through compelling storytelling for a diverse range of projects, including outdoor adventure experiences for at-risk teens, culturally appropriate weekend meal kits for Somali high school students, and Wii Sports equipment for senior centers.