

**K** What do you get when an enthusiastic English major invests her passion for writing into five years of nonprofit grant writing and volunteer event planning, followed by a decade as the managing editor of eCommerce community Ben's Bargains?

Well, you get me! I'm Kristin Cook, a dynamic content strategist whose ability to connect to diverse audiences with compelling content drives [engagement and revenue](#)

## Experience

### Internet Brands

CONTENT MANAGER 2012 - PRESENT

Grew from copywriter to content strategy lead 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](#), fostering a collaborative and high-performing environment.
- Specialized in [micromarketing](#), crafting tailored content for niche audiences to drive engagement and conversion.
- [Increased revenue by over 10%](#) in the first year as manager through strategic content initiatives.
- Pivoted content strategy during the pandemic, transforming concerns of declining profits in 2020 [into record-breaking numbers in 2021](#).
- Collaborated with [product development and UX teams](#) to enhance site functionality and improve the user experience.
- Recognized as a consumer shopping insights expert, featured in publications like [USA Today](#), [MarketWatch](#), [Business Insider](#), [Kiplinger](#), and [Forbes](#).

### Volunteers of America MN

GRANT WRITER & EVENTS COORDINATOR 2007 - 2012

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 the Volunteers of America mission.

- Revitalized [Adopt-a-Family](#) holiday program, expanding families assisted [from approx. 100 families to nearly 2,000](#).
- Forged [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

## Education

Bethel University 2003 - 2007

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

## Skills

- Content strategy
- Writing & editing
- Team leadership
- Micromarketing

## Volunteer

- 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