



KRISTIN M. BECK

AGENT OF JOY

CONTACT DETAILS

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REASONS TO WORK WITH ME

USE 'WE' INSTEAD OF 'I'

EXCEL AT CREATIVE SOLUTIONS

LIVE TO COLLABORATE AND CREATE

VOLUNTEERISM

- FOUNDER AND ARTISTIC DIRECTOR
OF GAL, GUILD OF ART AND
LITERATURE, 2019-2020

- LITERARY CHAIR, CORAL SPRINGS
FESTIVAL OF THE ARTS, 2019

- SECRETARY, SOUTH FLORIDA
MODERN QUILT GUILD, 2019

- STEERING COMMITTEE PARKS
AND RECREATION 10-YEAR
MASTER PLAN, 2019

EDUCATION

BACHELOR OF ARTS

MAJOR IN COMMUNICATIONS

ORLANDO COLLEGE

PROFILE

I am an award-winning marketing communications professional and creative with exceptional ideation skills, able to collaborate and lead while meeting expectations, budgets, and objectives.

SKILLS

- Creative development
- Social media strategy
- Marketing communications
- Content development
- Copywriting / blogging
- Community management
- Project management
- Layout design
- Photo editing
- Market research

INDUSTRIES

- Manufacturing
- Franchise
- Travel
- Education
- Publishing
- Direct response marketing
- e-Commerce
- Retail

AWARDS

**GOLD ADDY AND SILVER ADDY
AAF GREATER FT. LAUDERDALE**

**GOLD AWARD WINNER AND SILVER AWARD WINNER
TRAVEL WEEKLY'S MAGELLAN AWARDS**

SELECT WORK EXPERIENCE

**INDEPENDENT DESIGNER AND CONTENT CREATOR
CONTRACTOR | 2014-PRESENT**

I perform a variety of services for brands, like graphic design, marketing and social strategy, content creation, e-commerce and marketing communications.

**CREATIVE DIRECTOR
CHAUVET | 2010 - 2014**

While managing an in-house agency of graphic designers, video producers, and communications specialists, I led the creative development for this manufacturer's four brands of entertainment lighting and fixtures. A highlight was increasing the company's media coverage by 90 percent in a 2-year period while securing its first cover story within the industry's press.

**MARKETING COMMUNICATIONS MANAGER
CRUISE PLANNERS/AMERICAN EXPRESS | 2007 - 2010**

I oversaw the creative development of this franchise company's print, digital and web collateral (direct and channel marketing), while serving as chief copywriter, community manager of its social media platforms, and production manager.