



KRISTIN M. BECK

WRITER FOR HIRE

CONTACT DETAILS

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PORTFOLIO:

KRISTINBECK.COM/WRITES

REASONS TO WORK WITH ME

- SAY 'WE' INSTEAD OF 'I'
- **EXCEL AT CREATIVE SOLUTIONS**
- SIX SIGMA YELLOW BELT

VOLUNTEERISM

- MENTOR, SOCIAL JUSTICE SEWING ACADEMY, 2020-2021
- PTA, 2019-2022
- PROGRAM COORDINATOR OF GAL, GUILD OF ART AND LITERATURE, 2019-2020
- **LITERARY CHAIR, CORAL SPRINGS FESTIVAL OF THE ARTS, 2019-2020**
- SECRETARY, SOUTH FLORIDA MODERN QUILT GUILD, 2019

EDUCATION

BACHELOR OF ARTS IN
MARKETING 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

- Project management
- Copywriting / blogging
- Marketing communications
- Organizational communications
- Content development
- Creative development
- Adobe Creative Suite
- Graphic design
- HTML / CMS management
- 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

FREELANCE COPYWRITER INTERDISCIPLINARY MARKETER

OCEANWALKER STUDIOS | 2014-PRESENT

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

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.

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.