

Kristin Clifford

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Work Experience

Endurance Warranty: *Freelance Marketing Consultant*, March 2020-present

- Create blog posts and internal communications content.
- Research car issues and interview experts to create content.
- Create how-to videos for customers for app and website.

HopSkipDrive: *Content Manager*, September 2018-March 2020

- Create blog posts, whitepapers, email blasts, and other thought leadership content.
- Employ SEO tactics and best practices to rank for desired keywords.
- Created social content and edited communications from other teams.
- Promoted from Customer Support role due to excellent performance and motivation.

Various: *Freelance Copywriter*, October 2016-September 2018

- Create copy for a variety of clients, for print and web
- Consult on strategy for social media and advertising for clients in education, restaurants, music, B2B, and more
- Skilled at working with any industry and any type of marketing task
- Assist with project management and administrative tasks

Groupon, Inc.: *Customer Content Associate*, November 2014-October 2016

- Promoted to Customer Content team from Customer Service Representative due to outstanding reviews
- Update customer service email templates for customer service representatives
- Send messages to customers about updates and changes in deals
- Create and edit FAQ content for the Groupon website
- Work to make the customer experience streamlined and pleasant through a variety of special projects, including piloting customer content and creating how-to GIFs

Colorado Technical University: *Marketing Specialist*, October 2012-July 2014

- Helped increase community on Facebook from 28,000 to 94,000 in less than 2 years
- Developed award-winning best practices around moderation and responsiveness on Facebook, LinkedIn, and Twitter

- Received a SocialMedia.org SoMe “Unsung Hero” award for outstanding community management in 2013
- Edited and managed the publication process for the University blog
- Created definitive social media best practices guide used by the team and one freelance report

CareerBuilder: *Senior Marketing Consultant*, February 2010–October 2012

- Project lead for Fortune 500 companies, including TGI Friday’s and DuPont
- Project manager for client engagements – oversaw another consultant on all aspects
- Managed team of contracted writers. Helped them develop article ideas, edited, and approved their content
- Created and edited content for clients across multiple social media platforms
- Created in-depth reports measuring metrics or analyzing competitors for clients

CompTIA: *Marketing and Communications Manager*, August 2008 – October 2009

- Increased member satisfaction by creating talking points and call schedules for sales team.
- Managed member communications, including writing and editing 6 monthly newsletters
- Created internal and external marketing campaigns and regular communications
- Tracked success of email marketing campaigns and reported regularly on results
- Managed a team of external graphic designers and freelance writers to complete various marketing projects

CompTIA: *Marketing and Communications Specialist*, December 2003–August 2008

- Wrote content for 6 monthly newsletters that drove readership rates to 50%, more than the industry average (20%)
- Developed and executed advertising sales plan for newsletters, earning \$50,000 in revenue
- Promoted to Manager following exemplary work and outstanding reviews.

Education and Additional Experience

- December 2011: M.S. in Integrated Marketing Communications from Roosevelt University
- May 2003: B.S. in News-editorial journalism from University of Illinois, Urbana-Champaign
- Proficient in Iterable, Wordpress, Zendesk, Kustomer