

KRISTY A. STEVENSON

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WAKE FOREST, NC 27587

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PROFESSIONAL EXPERIENCE

June '06 / Present Kristy Stevenson Creative, Wake Forest, NC

INDEPENDENT CONTRIBUTING WRITER & EDITOR | PUBLIC RELATIONS CONSULTANT

Editor, co-editor, and consultant on a variety of projects. Recently published in *visitRaleigh*; *Geek*; *Med Monthly*; *CityView*; *Military Officer*; *Triangle Style*; *Cary Living*; *Midtown*; *Raleigh* and *The News & Observer*, with corporate work completed for Harte Hanks/Cisco; Workplace Options; Ramsay Franchise Marketing; Carolina Parenting Inc.; Novozymes; Thales Academy and WakeMed Health & Hospitals. Specialties: content generation; writing & editing; social media, marketing, and research; project/event planning and management. Portfolio available at KristyStevenson.com.

December '13 / May '17 Carolina Association of Translators & Interpreters (CATI), NC/SC

ORGANIZATIONAL COMMUNICATIONS MANAGER

Membership and conference administration. Plus website, newsletter, database, and social media management for this chapter of the American Translators Association.

May '02 / October '07 Bundles Of Joy, Wake Forest, NC

OWNER

Conceptualize and maintain entrepreneurial business serving as online resource for parents at home. Research and development; parent to parent support; time and database management; web design; advertising sales & support; graphic layout.

November '95 / June '05 kaosMarketing, Raleigh, NC

FREELANCE CONSULTANT

Generate weekly presentations; compose press releases and persuasive advertising copy; track project intervals & change management issues; interface with various vendors; provide competitive market research, cost analysis & invoice reconciliation; and contribute to new and add-on sales. Client sampling includes: RE Promotions, Acroprint Time Recorder Company, 1st Choice Properties, Kickin' for the Cross, Reuben H. Donnelley, Crossroads MOPS, and the Easter Seal Society of NC.

January '94 / October '95 Management Systems Associates, Inc. (MSA), Raleigh, NC

MARKETING RELATIONS MANAGER

Internal promotion. Produce dynamic printed materials which enhance MSA name recognition, promote Confidence[®] product line and services, and define company as a leader in the healthcare industry. Generate product literature in conjunction with new corporate image, executive overviews, timely sales reports, press releases, quarterly newsletter, and press kit; edit and refine RFPs; assist with research analysis; track sponsorships and promotional items; and provide graphic design. Paramount ability to manage time-critical issues while working with a variety of experience levels.

DEMONSTRATION COORDINATOR

Organize, supervise, and refine MSA pre- and post-demo functions, including approval process, controlled access to mainframe, agenda and presentation packets, hardware shipment, and harmony of all demo phases. Produce effective materials, including time and cost-sensitive travel arrangements, attractive literature and promotional items, computer equipment/cabling, and follow-up documentation which bring the demo process to a close — all of which enhance presentation and ultimately contribute to new and add-on sales. Ability to plan, budget, administer and evaluate. Tripled demo account activity during my term.

June '92 / December '93 Howard, Merrell & Partners, Inc., Raleigh, NC

ADVERTISING MEDIA ASSISTANT

Utilize administration skills within media planner/buyer environment. Generate annual media plans and proposals, quarterly positioning & accrued savings reports, monthly schedules & estimates, and weekly status report; calculate cost-per-point and cost-per-thousand while entering contract data; contribute to internal newsletter; maintain extensive research library; and provide client support.

PROFESSIONAL EXPERIENCE, continued

- August '91 / AdMedia, Inc., Raleigh, NC
February '92 **MEDIA COORDINATOR**
Office management; public relations coordination; media research and analysis.
- January '89 / Downtown Raleigh Development Corporation, Raleigh, NC
April '89 **PUBLIC RELATIONS INTERNSHIP** {through North Carolina State University}
Calendar of annual events; market research; press releases; and promotions.
- November '87 / Alcatel Network Systems | Bell Northern Research (BNR) | Hunter Biosciences, Inc.
July '91 **COMMUNICATIONS ASSISTANT** {contract assignments}
Vendor supervision; budget & expense maintenance; departmental liaison; presentation packages and seminars; graphic design.

COMPUTER SKILLS

- Hardware: PC and Macintosh
Software: Microsoft Office Suite (including Word, PowerPoint, Outlook, Excel, Access);
Adobe Suite (including PageMaker, InDesign, Photoshop, Acrobat); Quicken; jAlbum
Social Media: WordPress, LinkedIn, Facebook, Twitter, Blogger, Ning, YouTube, Pinterest, Ping

EDUCATION

CERTIFICATE PROGRAM | WRITING, EDITING, JOURNALISM, MULTIMEDIA, SOCIAL MEDIA, SPECIAL EVENTS
Poynter's News University | Expected Completion—2018

BACHELOR OF ARTS IN COMMUNICATIONS | PUBLIC RELATIONS CONCENTRATION | ENGLISH MINOR
North Carolina State University | Dean's List—1989 | Graduation—August, 1989

CONTINUING EDUCATION

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| Article Marketing for Web Traffic Domination | Creative Writing IV |
| Literary Laureate Short Fiction Workshop | Planning Special Events: Concept to Implementation |
| Focusing on Form: Writing Workshop | The Basics of Design Using Desktop Publishing |
| Intermediate Memoir | The New Supervisor |
| Introductory Memoir | Direct Marketing Made Easy |
| Using LinkedIn to Build Your Business & Career | Fundamentals of Better Photography |
| Introduction to Freelance Writing | Project Management Tools |

EVENTS & ACHIEVEMENTS

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| Event Co-Manager TAF Conference 2008-18 | Co-Editor + Contributor <i>Solstice</i> 2012 |
| Event Manager CATI Conference 2014-17 | Editor <i>The Owlumnae</i> 2011-12 |
| Event Co-Manager Mistletoe Market 2013-2016 | Contributor <i>Beyond the Diaper Bag!</i> 2011 |
| Editorial Consultant + Handbook Writer 2014 | Contributor + Photo Editor <i>A Taste of Taffy</i> 2008 |
| Media Contributor LOST2014 2014 | Member Triangle Association of Freelancers Inc. |
| Creative Genius Blogger 2013-15 | Member Chi Omega Fraternity |

VOLUNTEER EXPERIENCE

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| Editorial + Board <i>The Eleusis</i> 2012-15 | St. Jude's ESA International 1994-95 |
| Publicity Director Crossroads MOPS 2001-02 | English Tutor Lutheran Family Services 1992-93 |

REFERENCES AVAILABLE UPON REQUEST