

Kristen Farrell

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ABOUT ME

Ambitious writer and marketer engaging audiences and telling stories one word at a time

EXPERIENCE

Association For Creative Industries, Elmwood Park, NJ

March 2015 - Present

Manager, Marketing and Public Relations

- Write and proofread content for B2B and B2C advertisements, emails, e-newsletters, magazines, social media and websites
- Design email content in the Real Magnet marketing automation platform
- Lead and implement public relations plan, including compose and distribute press releases, liaise with bloggers and journalists, and monitor media coverage
- Collaborate with teams to execute programs and events at conferences and trade shows
- Evaluate and report on marketing activities and performance metrics
- Create and analyze event and readership satisfaction surveys
- Develop and oversee marketing budget

Achievements & Notable Projects

- Promoted from Assistant Marketing Manager to Manager, Marketing and Public Relations
- Awarded the President's Award, acknowledging outstanding service and dedication
- High involvement in the rebranding of the Association and its annual trade show

Infogroup, Pearl River, NY

January 2011 - March 2015

Human Resources (HR) Program and Compliance Specialist

- Performed site administration for the ADP Virtual Edge applicant tracking system
- Governed compliance for affirmative action, Form I-9, E-Verify and labor laws
- Developed and maintained department policies, onboarding paperwork and intranet sites
- Coordinated internal communications about benefits, training, events and inclement weather
- Recruited and interviewed job candidates, and onboarded new hires
- Supervised and trained department employees

Achievements & Notable Projects

- Promoted from Associate Recruiter Researcher to HR Program and Compliance Specialist
- Implemented a paperless process that increased efficiency of new hire onboarding
- Led recruitment for Google AdWords team that produced growth in revenue over two years

COMMUNITY INVOLVEMENT

- Rockland Road Runners member; Board Secretary and Media Relations Chair, 2014-2015

EDUCATION

- Iona College - Master of Arts in Public Relations, and Certificate in Non-Profit Public Relations
- Towson University - Bachelor of Science in Mass Communication, and Minor in Business, Communication, and Liberal Arts