

Kristen Farrell

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About Me

Passionate writer, marketer and creative with seven years of experience managing marketing communications, writing copy and telling stories

Experience

Association For Creative Industries, Elmwood Park, NJ

March 2015 - Present

Manager, Marketing and Public Relations

- Manage the marketing communications for the Association's 2,000+ member companies
- Write and design email campaigns and e-newsletters in the marketing automation platform
- Oversee and develop content for three websites for the Association and its annual events
- Create engaging content for social media: Facebook, Instagram, Pinterest and Twitter
- Serve as contributing editor for *Gradient*, the Association's quarterly magazine publication
- Collaborate with teams to organize programs and activities at trade and consumer events
- Identify and create newsworthy content through distributing press releases and liaising with journalists, bloggers and influencers
- Evaluate and report on marketing and media 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
- High involvement in award-winning rebranding of the Association and its annual trade show
- Pitched notable coverage in Quartz, Connect Magazine and Stationery Trends
- Awarded the President's Award, acknowledging outstanding service and dedication

Fairygodboss, New York, NY

February 2018 - Present

Contributing Writer (Freelance)

- Write articles on the wide range of issues that women face in the workplace

Infogroup, Pearl River, NY

January 2011 - March 2015

Human Resources (HR) Program and Compliance Specialist

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

Achievements & Notable Projects

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

Education

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

Computer Skills

- Adobe Photoshop, content management systems, HTML, Google Analytics, Microsoft Office

Community Involvement

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