

# Kristen Farrell

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## About Me

**Passionate** writer and marketer with seven years of experience managing communications, including business-to-business, business-to-consumer, and internal communications

## Skills

- Email marketing
- Digital marketing
- Social media marketing
- Copywriting
- Event planning
- Media relations
- Press release writing
- Copy editing
- Project management
- Budgeting
- Wordpress
- Cision
- Real Magnet
- HTML
- Google Analytics
- Photoshop

## Experience

### Manager, Marketing and Public Relations, Association For Creative Industries – Present

- **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: blog, 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
- **Distribute** press releases and liaise with journalists, bloggers and influencers
- **Evaluate and report** on marketing and media activities and performance metrics
- **Create and analyze** event and readership satisfaction surveys

### Accomplishments

- **Promoted** from Assistant Marketing Manager to Manager, Marketing and Public Relations
- **Award-winning** rebranding of the Association and its annual trade show
- **Notable** coverage in Quartz, *Connect Magazine* and *Stationery Trends*
- **Honored** with the President's Award, acknowledging outstanding service and dedication

### Contributing Writer, Fairygodboss – Present

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

### HR Program & Compliance Specialist, Infogroup – January 2011 - March 2015

- **Hired** as a resource for onboarding, system administration and internship recruitment
- **Evolved** into a leader for communications, project management and exempt recruitment
- **Promoted** to manage human resources compliance and program initiatives

## Education

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

## Community Work

- **Rockland Road Runners**, Scholarship Committee volunteer and former Board Member