

KRISTEN GILBERT

SKILL SETS

9+ years as professional copywriter, blogger, social media administrator and strategist

20+ years of communications and project management throughout working career

Excels at conversational tone and crisp copy in web/TV/radio/print media

20+ years of experience with Microsoft Office

EDUCATION

RHODE ISLAND COLLEGE, PROVIDENCE, RI
2001
MA English

PROVIDENCE COLLEGE, PROVIDENCE, RI
1997
BA English

CONTACT

kgilbert626@me.com

401.722.9320

31 Walker Ave
Lincoln, RI 02865

Portfolio:
<http://kristenlgilbert.online/>

EXPERIENCE

MARKS, PROVIDENCE, RI

April 2019 :: Senior Copywriter

Develop creative strategies, concepts & ideas promoting consumer engagement with products, present ideas to colleagues and clients. Conduct research, copywrite, proofread, and adhere to/enforce regulatory & legal requirements. Attend client kickoff meetings. Review and approve artwork files for all packaging and promotional material. Review manufacturer dielines/copy sheets, modify copy sheets for internal, client and vendor review/approval. Develop persuasive, accurate product copy that endorses brand attributes while highlighting unique product features of individual items. Review and modify manufacturer's copy direction to adhere to brand tone of voice and enforce consistency across brand categories. Collaborate with both agency and client teams & serve as instrumental brand steward for both.

COLLETTE, PAWTUCKET, RI

June 2016 – April 2019 :: Copywriter / Digital Content

Write and proof digital copy for banner ads, display ads, blog posts, social media posts, lead generation ads, like ads, and web click ads. Maintain blog editorial calendar for Collette and Explorations by Collette blogs. Update blog posts for search engine optimization. Coordinate with blog guest writers and social influencers on topic assignments. Select and procure images for blogs. Proof and edit guest posts. Create blog content. Load and schedule blog posts: select, resize and publish images, perform basic HTML coding to all posts before publishing in Sitecore. Compose social media posts for Collette, Explorations by Collette and Collette Travel Agent Network. Write monthly Agent Email Newsletters. Concept and create copy for integrated marketing campaigns. Write and proof print projects such as postcards, flyers, print ads, brochure copy, advertorials and web pages. Work closely with product, channel, data, digital and design teams to ensure accurately targeted and consistent corporate branding and tone.

GLAD WORKS, PAWTUCKET, RI

March 2011 – June 2016 :: Copywriter / Social Media

Copywrite/ghost write web and print materials including advertorials, website content, brochures, corporate newsletters, press releases, ad copy, and other forms of marketing and PR using Microsoft Word, Adobe InDesign, Adobe Acrobat, WordPress, and Drupal. Attend client meetings, draft marketing pitches, and work closely throughout the project scope to ensure satisfaction. Verify consistent branding throughout all media campaigns. Communicate effectively with an in-house team of professionals including graphic designers, web developers and account managers. Keep up to date with and adhere to current SEO best practices. Update and post to company blog. Provide radio, television commercial and promotional video voiceover copy; conduct and transcribe interviews for informational articles and videos. Compose and edit speeches and client presentations. Strategize and implement social media campaign, establish and maintain social media status accounts on Facebook, Twitter, Google+, LinkedIn and Pinterest on behalf of clients. Compose and coordinate press releases. Collect and interpret data to measure campaign ROI.

WACOM CO., LTD., VANCOUVER, WA

September 2014 :: Contract Copywriter

Create interview questions, conduct and transcribe interviews for brand ambassador website pages. Write informational blog posts showcasing Bamboo product line.