

kristen fischer

freelance writer

3905 Herbertsville Road • Point Pleasant, NJ 08742 •
732.746.3721 • kristen@kristenfischer.com • www.kristenfischer.com

COPYWRITER | JOURNALIST | AUTHOR

Content Strategy • Copywriting • Editing

Energetic copywriter generating sales-boosting marketing collateral that enhances organizational image and cultivates sales. Articulate leader collaborating with clients to devise brochures, website content, blog posts, email campaigns, product descriptions, and newsletters. Self-motivated journalist conducting interviews and research to generate engaging articles. Detail-oriented wordsmith with exceptional command of the English language; familiar with AP, AMA and Chicago styles. Knowledgeable in Microsoft Office, Adobe, Basecamp, Apollo, WordPress, and other CMS platforms.

PROFESSIONAL EXPERIENCE

Copywriter, Journalist, Author

KRISTEN FISCHER, Point Pleasant, NJ • 2005 to Present

Partner with clients to identify content and marketing campaign objectives; originate appealing content for brochures, press releases, website content, blog articles, e-commerce, newsletters, social media, and other marketing collateral. Interface with clients using content management systems. Secure and prepare graphics to accompany text; craft SEO tags to promote content online. Promote books including *When Talent Isn't Enough: Business Basics for the Creatively Inclined*.

- Created collateral for Rutgers University, Grainger, Waterford-Wedgewood, Georgian Court University, Provide Commerce, Trane, AtlantiCare, Marriott, Hilton, PetSafe, American Law Institute, Temple University, Hyundai, BMW, and Mercedes-Benz.
- Summarized industry news for SmartBrief clients including the Airline Passenger Experience Association, American Cleaning Institute, Luxury Hoteliers, and American Association of Airport Executives briefs.
- Substantively edited articles for overhaul of About.com content into lifestyle channels including The Spruce.
- Published articles in *Prevention, Woman's Day, Prevention, Health, Healthline, Parade, New Jersey Monthly, Writer's Digest, Costco Connection, The Writer, SheKnows, Spirituality & Health, HealthDay, FitPregnancy, Parents, BELLA NYC, HOW Design, MediaBistro, Home Business, and Home Energy*.

Copy Editor

MEDIA LIFE MAGAZINE, Alexandria, VA • 2005 to 2006 | ASBURY PARK PRESS, Neptune, NJ • 2004-2005

Conducted substantive editing on daily news stories. Gathered and edited content from Associated Press wire; devised headlines and photo captions. Collaborated with editors to produce stories and in-depth feature articles.

- Traveled to Gannett warehouse to proofread newspaper pages as they arrived off the press.

Communications Consultant

MERIDIAN ENVIRONMENTAL SERVICES, Toms River, NJ • 2002 to 2004

Spearheaded company communications. Drafted technical documentation including Phase I reports.

- Successfully obtained state grants to finance environmental cleanups.

News Reporter / Journalist

OCEAN COUNTY OBSERVER, Toms River, NJ • 2001 to 2002 | COAST STAR, Manasquan, NJ • 2000 to 2001

Interacted with state/local officials and organizations to provide comprehensive coverage of 2nd largest municipality in New Jersey at the *Ocean County Observer*, and for two municipal beats at *The Coast Star*.

- Selected to write weekly "School Scene" column for the *Ocean County Observer*.

EDUCATION AND CREDENTIALS

Bachelor of Arts • RICHARD STOCKTON COLLEGE OF NEW JERSEY, Pomona, New Jersey

American Society of Journalists and Authors, Member

Certified Professional Resume Writer (CPRW)

Society of Children's Book Writers and Illustrators, Member