

# Kristin Marshall

Writer, Editor, Creative  
Modesto, California, United States

[kristinalise@gmail.com](mailto:kristinalise@gmail.com)

<http://twitter.com/kristin>

<http://kristin.fm>

Social Media Resume: <http://kristin.fm/sm>

415.213.4147

## EXPERIENCE

Modesto, CA; Seattle, WA

Apr 2009 - Present

### Self

Freelance

- Viral-type web content for clients - incl. infographics, ghostwriting, web copy
- Revamp client websites - SEO, analytics, design
- Graphic design, custom illustration
- Website content updates
- Website management & blog migration
- Text to eBook processing & editing
- Social media consulting
- Editing services
- Managing editor

Modesto, CA

Jun 2011 - Sept 2011

### Monster Worldwide

Community Manager Intern

- Monster.com Social Media Boot Camp
- Community Manager for [BeKnown](#), Monster's professional networking Facebook app
- Mentored by Monster's head of Social Media and PR
- Team Lead - Headed graphic design for a Monster.com eBook
- User engagement via social networks

Seattle, WA

Mar 2010 - Sept 2010

### Gnomedex - Lockergnome, LLC

Organizer, Social Media Assist., Webmaster

- Assist in organizing conference schedule
- Tweet updates
- Facebook updates
- Website content updates
- Grou.ps social network maintenance, moderator & updates
- Manage Flickr groups
- Site redesign

Seattle, WA  
Mar 2010 - Sept 2010

## Seattle Geek Week - Lockergnome, LLC

Organizer, Social Media, Webmaster

- Assist in organizing events around Seattle Geek Week
- Tweet updates
- Facebook updates
- Reach out to possible participants
- Website content updates
- Site design
- Branding

Seattle, WA  
Nov 2009 - March 2010

## The Next Web

Social Media Editor

- Recruit new writers for channel
- Manage writers & content in channel
- Edit content
- Write exclusive pieces on the latest social media trends and case studies
- Tweet updates
- Facebook updates
- Weekly podcast

Bothell, WA  
Oct 2008 - Oct 2009

## AT&T

Customer & Business Care Representative

- Support all customers with business-type accounts -- small to enterprise
- Billing support
- Account disputes
- Technical support

## SKILLS

Blogging  
Social Media  
Editing  
HTML/CSS  
Website and blog SEO  
Website analytics  
Content management  
Design  
Custom illustration  
Photography, photo editing  
Event planning

## SOFTWARE

*Microsoft:* PowerPoint, Word, Outlook

*Mac:* iWork suite, Coda

*Adobe:* Photoshop, Illustrator, Acrobat, Lightroom

*Google:* Docs, AdSense, AdWords, Analytics, FeedBurner,  
Webmaster Tools, etc.

*Operating Systems:* OS X, Windows, Linux

## LANGUAGES

English (Native), German (Intermediate), French (Intermediate)