KRISTEN LIMAM

281.300.3714 ♦ kristenlimam@yahoo.com ♦ www.kristenlimam.com

Experience

Communication Specialist, *Freelance*   *2009 – present*
- Provide writing, editing and proofreading services to companies (B2B, B2C)
- Work one-on-one with clients to determine project scope, needs and objectives
- Deliver projects on time, with accuracy and efficiency

Copywriter, *Reliant Energy/NRG*   *2011 – 2013*
- Provide strategic copy for B2C print, outdoor and digital marketing
- Align content to brand, legal, regulatory, channel and segment standards
- Develop company's first comprehensive, centrally located writing style guide
- Collaborate with creative team to create compelling campaigns
- Provide backup support to project coordinator
- Manage projects, providing accurate and complete assets on or ahead of time

Assistant Director of Stewardship and Events, *Rice University*   *2009 - 2010*
- Write fundraising letters to donors and potential donors of the Athletics department
- Analyze databases and provide reports to management
- Organize and attend events at athletic games to engage donors

Production Coordinator/Account Manager, *The Marketing Department*   *2007 - 2009*
- Write and edit B2B and B2C marketing collateral
- Coordinate projects and estimates with vendors, clients and staff
- Eliminate project reprints and increase revenue by proofreading all pieces
- Manage Accounts Payable and Accounts Receivable utilizing Quickbooks
- Improve customer satisfaction through friendly and dependable service
- Provide graphic design and typesetting support

Sports Editor, *University of Central Oklahoma*   *2006*
- Plan, direct, write for and design sports section of university publication *The Vista*
- Adhere to journalistic standards and ethics

Education

Bachelor of Arts, Journalism, *University of Central Oklahoma*   *2006*
- Summa cum laude

Skills & Attributes

- Creative, business, technical writer
- "Eagle-eye" proofreader
- Experienced in Microsoft Office

- Deadline driven, prioritizing well
- Problem solver, utilizing resources
- Objective in assessing situations