

KRISTEN FISCHER

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QUALIFICATIONS PROFILE

Innovative copywriter generating sales-boosting marketing collateral to enhance organizational image and drive sales. Articulate leader collaborating with clients to devise brochures, website content, sales letters, articles, case studies, and newsletters. Detail-oriented editor with exceptional command of the English language; leveraging AMA, AP and Chicago styles to maintain editorial consistency. Esteemed creative professional advancing thriving profession as an author and journalist.

PROFESSIONAL EXPERIENCE

KRISTEN FISCHER, Point Pleasant, NJ • 1999-Present

Copywriter, Editor, Proofreader, Author

Collaborate with clients to identify marketing campaign objectives and attain goals by originating written material. Conceptualize and create marketing materials for businesses, advertising agencies and publications including brochures, press releases, newsletters, website content, and resumes. Promote authored books, *Ramen Noodles*, *Rent and Resumes: An After-College Guide to Life* and *Creatively Self-Employed: How Writers and Artists Deal with Career Ups and Downs*, via print, Web, TV, and radio.

- Drafted content for clients include Trane, Hilton, MediaPost, SmartBrief, Marriott, Torcon, Utrecht, PetSafe, and CareerPerfect.
- Secured media placement for books on Monster, Yahoo!, MSN, CNN, Forbes, as well as in the *Boston Globe*, *Ocean Star* and *Asbury Park Press*.
- Published articles in *New Jersey Monthly*, *Writer's Digest*, *HOW Design*, *Home Business*, *eContent*, *College Bound*, *FreelanceSwitch*, and *MediaBistro*.

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

Copy Editor

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 features.

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

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

Communications Consultant

Spearheaded company communications. Assembled and interpreted scientific data from field staff to incorporate into Site Assessments and Phase I compliance reports.

- Successfully obtained grants to finance environmental cleanups from the State of New Jersey for site remediation projects by formulating and compiling grant documentation.

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

Reporter

Interacted with state/local officials and organizations to provide coverage of 2nd largest municipality in New Jersey at the Ocean County Observer, and for two municipal beats at The Coast Star. Interviewed key state and local subjects. Published in-depth features for education section and other special publications. Responded to breaking news events and performed on-the-spot coverage for happenings.

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

EDUCATIONAL BACKGROUND

Bachelor of Arts

RICHARD STOCKTON COLLEGE OF NEW JERSEY, Pomona, New Jersey

PROFESSIONAL AFFILIATIONS

Certified Professional Resume Writer (CPRW)

Professional Association of Resume Writers and Career Coaches, Member