



## Creative

- :: Manage staff: writers, designers, web developers, video editors
- :: Direct creative tactics and execution

## Content

- :: Produce and integrate messaging and brand-identity standards across all deliverables
- :: Provide writing, proofreading and editing expertise
- :: Repurpose content across multiple channels

## Collaboration

- :: Develop integrated strategies to reach organizational goals and objectives
- :: Assist multi-faceted service lines
- :: Work with agency on record to maintain message consistency
- :: Provide consultation to support all priority areas nationwide

## Project Management

- :: Develop standards, systems and best practices for content creation and distribution
- :: Organize and prioritize deadlines to keep multiple projects on schedule
- :: Oversee the production calendar and ensure timely delivery of communications
- :: Primary contact for vendors: agencies and freelance designers, writers, photographers and printers

### Madison College

Administrative Coordinator

### Bethesda

Director of Creative Services

### gecko creative

Focus on graphic, surface and craft design

### Oconomowoc Chamber of Commerce

Communications and Events Coordinator

### Contract Agencies

Contract Graphic Designer

### Conley Publishing

Creative Director

### Education

UW-Madison  
B.A. Communication Arts

InDesign Illustrator Photoshop Editing Writing WordPress Social Media  
Strategy Brand Project Management Campaigns Concepts Solution-driven

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