

Kristen McDonald

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Background

More than ten years of experience creating and editing effective, compelling copy for a variety of digital and print media. Wrote and edited content for the largest pet supply catalog retailer in the United States, Drs. Foster and Smith. Was an integral part of the content teams that participated in the ETS website redesign and the highly anticipated 2011 launch of the GRE revised General Test.

Qualifications

- Excellent written and verbal communication skills and advanced knowledge of grammar.
- Skilled at editing web content and printed materials to improve clarity, consistency, and flow.
- Able to apply various style guidelines based on industry standard or client preference.
- Capable of producing clear, concise, persuasive copy on any subject.
- Excels at multi-tasking, prioritizing projects, and working under pressure.
- Accustomed to working with multiple departments and both internal and external clients to keep projects within scope and on schedule.

Related Experience

Web Content Editor – 2010 to present

Educational Testing Service, Princeton, PA

- Ensure that content is consistent across products, written clearly, and in the appropriate tone.
- Review and edit existing website content for usability, accessibility issues, and compliance with legal, branding, and style guidelines.
- Work with multiple teams to define project requirements, plan and prioritize project tasks, and keep stakeholders informed of issues affecting schedule and scope.
- Serve as project lead and content reviewer of all operational materials posted to websites.
- Work closely with User Experience to create consistent, user-friendly navigation and structure for all new and existing parts of the website.
- Complete annual Content Lifecycle Reviews of the ETS.org website to ensure content remains current and relevant to user needs.
- Maintain the ETS.org Standards document outlining website guidelines and best practices.
- Perform all additional Web Content Writer duties outlined below.

Web Content Writer – 2009 to 2010

Educational Testing Service, Princeton, PA (contractor)

- Conceptualize and write copy for websites, landing pages, emails, and other digital media.
- Edit copy to comply with style guidelines, site capabilities, and best practices.
- Recommend changes to content, layout, and navigation to improve user experience.
- Perform quality control, check links, and verify accuracy of content prior to and after publish.
- Work directly with clients to define the scope, focus, and direction of projects.

Copywriter / Editor / Proofreader – 2009 to 2009

M&M Associates, Yardley, PA

- Conceptualize and write copy for direct mail pieces, websites, and emails.
- Edit copy to comply with client branding guides and style practices.
- Proofread and edit all copy for grammar, spelling, punctuation, continuity, and accuracy.

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Copywriter / Editor – 2007 to 2009

Drs. Foster and Smith, Inc., Rhinelander, WI (contracted out by Solid Cactus Inc.)

- Conceptualize, research, and write articles for retail and informational websites.
- Edit copy and articles to comply with company policies and style practices.
- Write and edit promotional materials, scripts for instructional videos, and blog posts.

Copywriter / Editor / Director of Internet Marketing – 2004 to 2007

Solid Cactus Inc./Neeps Inc., Wilkes Barre, PA

- Research, write, and edit web content for 34 retail websites and six blogs.
- Write and edit articles for an interactive community website.
- Edit and proofread catalogs, promotional materials, and other direct mail pieces.
- Act as content director and author of a monthly newsletter.

Freelance Copywriter / Editor – 2002 to present

Self-employed, Fairless Hills, PA

- Research, write, edit, and proofread copy for a variety of digital and print media in a number of different industries.
- Manage multiple concurrent projects and meet set deadlines.

Education

Pennsylvania State University, University Park, PA – 1997 to 2001

- BA in English
- Writing, editing, and business courses

Honors

- Received a Brand Manager Excellence Award for the first half million in sales on Neeps's second most profitable site.
- Interviewed for a feature article on www.internetretailer.com about the effectiveness of interactive marketing in Web 2.0 venues.
- Asked to speak at the 2008 Internet Retailer Conference and Exhibition.
- Received ETS's Presidential Award for Outstanding Performance in 2010 for significant contributions to the launch of the redesigned ETS.org website.
- Received ETS's Presidential Award for Outstanding Performance in 2011 for significant contributions to the launch of the GRE revised General Test.
- Received SPOT Awards on multiple occasions for a variety of ETS projects, including the implementation and completion of an annual Content Lifecycle Review of the 2,000-page ETS website.