

STEPHANIE CRETS

EDITING, WRITING, MARKETING, SOCIAL MEDIA

314-954-4080 

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stephanieplusverb.com 

Chicago, IL 

References and Writing
Samples Available 

EDUCATION

Master of Arts, Writing and Publishing

DePaul University,
Chicago, IL
09/10-06/12

Bachelor of Arts, Journalism and Mass Communications

University of Iowa,
Iowa City, IA
08/06-05/09

SKILLS

Adobe Creative Suite

Microsoft Office

AP Style

Chicago Style

Windows/MAC OSX

Copy-Editing

Writing

Editing

Research

Social Media

Blogging

HTML

CSS

PROFESSIONAL EXPERIENCE

Marketing Content Manager, Kineo
02/17-06/17 (Contract)

- Generate original content for blogs, internal and external communications, websites, social media, press releases, webinars, marketing collateral, guides, and more.
- Manage content projects between sales, marketing, and teams in the UK.
- Manage content and editorial calendar.
- Interview clients and subject matter experts to create long-form content pieces.

Editor-in-Chief / Senior Content Editor, Retail Merchandiser / Knighthouse Publishing
06/15 - 02/17

- Write and edit compelling profiles of companies and independent articles for a variety of B2B trade publications including Retail Merchandiser, Food & Drink, Construction Today, Manufacturing Today, and others under the Knighthouse Publishing banner.
- Research, write, and edit blog posts for retail-merchandiser.com.
- Manage content across all social media platforms for Retail Merchandiser.
- Copy-edit/edit magazine layouts within InDesign, working closely with the design team.
- Work closely with IT and developers to redesign the Knighthouse Publishing websites.
- Coordinate with professionals in a variety of industries to deliver a compelling story.

Content Production Coordinator, SingleHop
11/13-06/15

- Write and edit content, including blogs, white papers, case studies, research papers, articles, press releases, social media, sales collateral, videos, data sheets, website content, etc.
- Manage editorial calendar.
- Conduct and manage detailed research on all facets of subject matter for all content.
- Generate, write, edit, and manage content across social media platforms.
- Manage marketing projects from inception to completion, including customer video testimonials and data center launches.
- Develop content style guide for consistency throughout all materials.

Content Developer, Cognitive Arts
02/13- 11/13 (Contract)

- Research, develop, and write content for e-learning and print curriculum.
- Technical writing, script writing, and generalized content writing for various companies.
- Copy-editing and editing scripts, storyboards, and other content per a company's style guide.
- Work within a team to develop teaching strategies and content styles, as well as meet and work with clients to discuss curriculum goals and content.
- Create, edit, and test e-learning curriculum with Atlas Next, Springbok, and Adobe Captivate.

Investigative Assistant, Better Government Association
07/09 - 11/10

- Extensive research pertaining to investigations, including investigative surveillance.
- Manage and update organization's website and social media platforms.
- Design marketing material for the website and events, including press releases.
- Administrative tasks: receptionist, IT assistance, managing online databases.
- Train and supervise interns.