



KRISTA MAIER
 STORYTELLER. WRITER.
 CONTENT STRATEGIST.



ABOUT ME

Hi, my name is Krista Maier. I'm a creative copywriter with both agency and freelance experience. I'm passionate about bringing creative ideas to life with words. Whether writing a feature, blogging or crafting copy for an ad campaign, I take an authentic approach to storytelling. I write for humans. I have working experience and knowledge of integrated marketing, advertising, social media and SEO in an agency environment. I can add value to a creative team by writing memorable and readable copy that sells.



SKILL HIGHLIGHTS

Strong grasp of grammar and well-versed in proofreading and copyediting

Competent researcher, interviewer and work well under pressure
 Strong organization and time management skills

Strong photo editing skills including Adobe Creative Suite's Photoshop, Illustrator and InDesign

Effective use of virtual collaboration tools such as Slack, Google Hangouts, Skype, Cisco WebEx



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 kristamaier

WORK EXPERIENCE

FREELANCE WRITER

National and International

August 2015 - Present

- Partner with brands and agencies to support their storytelling efforts with strategy, copywriting, copy editing, blogging, and digital marketing
- Write for a variety of mediums: press releases, case studies, landing pages, blogs, newsletters, website, print and digital advertising
- Create compelling written concepts and ideas that enable brands to leverage their core business objectives through creative writing and persuasive brand storytelling
- Adapt to a variety of industries, products and services from agile website development firms to outdoor education programs
- Ability to convey technical information into easily understandable content using a human-centric approach
- Work closely with designers and internal teams and adapt to their process and tools while suggesting strategies that create efficiencies
- Photo and art selection and photo editing for client projects to aid in design for better storytelling and explanatory outcomes

WRITER AND CONTENT STRATEGIST

RC Design, Newmarket

July 2013-August 2015

- Ensured print projects started with concept and copy and web development projects started with keyword research and content creation
- Translated client project goals into persuasive concepts and messaging
- Lead group ideation and strategy sessions for client branding or rebranding including strategy, messaging, naming, and tagline development
- Monitored copywriting timelines and schedules and collaborated with project managers, designers and developers to achieve project deadlines

EDUCATION

B.A. HONOURS specialization in COMMUNICATIONS

University of Technology

Sydney, Australia - 2010-11

PRINT JOURNALISM DIPLOMA

Algonquin College

Ottawa - 2008-10

BACHELOR OF JOURNALISM

University of Ottawa

Ottawa - 2006-10

CERTIFICATIONS

HubSpot Inbound Marketing Certification
 HubSpot Growth-Driven Design Certification
 Hubspot Content Marketing Certification

AGENCY AWARDS

AWARDS FOR COMMUNICATION EXCELLENCE

2015

Grand Award and Best in Show for Chambers with budgets below \$1 million for "Learn, Connect, Thrive" membership promotion --Town of Newmarket