

Sr. Content Writer/Editor/Creative Strategist

Writing is my passion. I love the challenge of crafting words to communicate, share, persuade, educate and enlighten. Whether I'm writing a blog, case study, web page, splash page, or email, the same focus and thought goes into every project.

- **Quick Study** - I have the unique ability to step into new endeavors or industries by reading, researching, listening, and collaborating.
- **Skilled Listener** - Being a skilled listener enables me to comprehensively hear what goals need to be reached.
- **Steady at the Helm** - Whether working with a team or solo, I work extremely well under pressure simply because I have adapted to doing so over time.
- **Leader/Collaborator** - I'm a steadfast leader or a dedicated follower, whichever is needed, and I am confident of being an asset to any team that aspires to value and purpose.

Sr. Content Writer/Editor -- Witmer Group, LLC – Dallas, Texas 02/2009 – Present (Contract/Part Time)

I have worked with Witmer Group since 2009, shortly after the layoffs at Texas Instruments. Since that time, I have written for allergists, healthcare recruitment, dermatologist, dental practices and many various technology groups providing copy, web content, blogs and social media. Current clients are in these verticals. I provide copy, web content, blog and social media weekly and monthly.

- Digital Marketing
- Education
- Technology
- Healthcare (Allergy)
- Healthcare Recruiting
- Dental Business
- Property Management

Recently published blogs Witmer Group clients and Witmer Group Ghost written by Jane R. Shelton

Home Design Products

<https://horizontile.com/blog/summertime-and-the-living-is-easy-especially-at-poolside/>

<https://horizontile.com/blog/the-impact-of-texture-and-finish-in-commercial-tile-design/>

The Origin of Travel Nursing

<https://www.andersgroup.org/blog/what-is-the-origin-of-travel-nursing>

Empty-Nesters Spread Your Wings and Become a Healthcare Traveler!

<https://www.andersgroup.org/blog/empty-nesters-spread-your-wings-and-become-a-healthcare-traveler>

On Teamwork

<http://witmergroup.com/makes-achievement-achievable-inevitable-value-teamwork/>

Content Writer / Editor

SEO Editor/Sr. Writer

03/26/2012 – 07/19/2013 Academic Partnerships, LLC – Dallas, Texas

I performed concept development, writing, editing of web content for public university partner sites, along with writing emails, video scripts, blogs, social media posts, webinars and printed collateral for up to 25 universities.

Other duties included:

- Interfacing with marketing managers, designers and coders
- Researched to remain relevant on blogging, social and email best practices
- Editing to ensure SEO on web content and acquisition sites
- Wrote, edited, and input content into content management system for publication
- Strong skills in AP writing style

Communications Writer/Editor/Project Manager

02/2002 - 11/2008 Texas Instruments – Dallas, Texas

I managed designers, printers and other third-party resources on behalf of multiple internal TI clients. Wrote for the web, email, print and digital collateral and managed large photo shoots for three years running. Sourcing vendors and various resources for my clients was a major part of my role.

I managed up to 15 internal Texas Instruments clients at any one time on projects for the following internal groups:

- DLP
- Staffing Communications
- Corporate Benefits
- Sales/Marketing
- Finance
- Information Technology (IT)
- Marketing and Corporate Communications

I was asked to produce a lobby sculpture for one of DLP's customers in Taiwan, BenQ, as a 'thank you' for being an exceptional customer. The budget was \$25k. The final piece was a 5-ft. brushed aluminum, rotating, lighted pedestal structure which housed a DLP chip mounted on a clear acrylic rod. BenQ was delighted.

Creative Director-Sr. Writer/Editor

1996 - 2001 Bernard Hodes Group – Dallas, Texas

Starting out as an account manager, I easily transitioned into concept development and writing for multiple clients. I stepped in as Creative Director to manage five designers and helped the agency win several new clients.

Nokia was an important client for which we developed many successful campaigns, such as Think of Us as..., Connecting People, Who Do You Know? We also produced a Branding Guidelines book for them. Other clients included i2 Technologies, Cyrix, National Semiconductor, Ericsson, SG Thomson, Cysive, and Integris Healthcare.

During this time, many clients were seeking the same engineers, software developers, and technical personnel, so the challenge was to provide each client with fresh, innovative recruitment campaigns that supported each unique brand.

- Created concepts and performed copywriting for up to 20 clients
- Directed 6 designers from concept to execution
- Managed department budget and sourced and managed third party vendors
- Made presentations of new campaigns to new and existing clients

EDUCATION AND SKILLS

- University of Science and Arts of Oklahoma, English
- SMU Summer Workshop in Taos, NM
- Skilled in most MS products and editing in Adobe Pro; PC and Mac proficient
- Experience with ChatGPT and HubSpot AIChatbot

AWARDS

- Most Passionate Team Award (team leader), Texas Instruments, 2007
- 2 IABC Awards for the Texas Instruments Corporate Benefits Calendar, 2006
- 3 EMA (Employee Management Association) Creative Excellence Awards, 1999 and 2001

LINKEDIN ARTICLES

[The Trust Factor](#)

[Most Successful People Have It: Grit](#)

[Are You an Exceptional Client?](#)

[Don't Be a Brand Flake](#)

REFERENCES

- Kristina Witmer, Managing Director, Witmer Group, 214-770-0971, email: kristina@witmergroup.com
- Leona Taylor, Marketing Lead, Academic Partnerships 972-814-1514, email: lgreen5@sbcglobal.net

