

kristenbyers

employment

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NOVEMBER 2008 – PRESENT

Monterey Institute of International Studies

New Media Development Specialist

- Serve as the project manager for the redesign of miis.edu and facilitate web strategy team meetings
- Manage a WordPress Multi-User blogging platform to serve as a primary campus communication tool
- Lead and collaborate in the development of web and new media content initiatives, both within the Monterey Institute and with partners at Middlebury College
- Develop project timelines, manage project workflows, maintain project schedules for design and production
- Assist with tracking and reporting statistics for Institute websites using Google Analytics
- Assist internal departments with Internet marketing projects or initiatives as needed
- Train others in the development of web and digital media production skills

JANUARY 2007 – PRESENT

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Freelance Writer/Designer

- Develop a new website for the UPS Store Franchise Owners Association using Expression Engine
- Design a 26-character TrueType font based on hand drawn image of 8 letters
- Generate content for Web Ascender, a Michigan-based web design firm, to use for dental office website templates
- Edit first 2 chapters (60 pages) of a doctoral dissertation on supplier development

JUNE 2008 – AUGUST 2008

Purdue University

Online Digital Content Intern

- Developed 3 online training classes for faculty, staff, and graduate students involved in the instructional mission of the University
- Created digital resources for use in traditionally delivered, blended, or completely online academic classes
- Consulted with clients to solicit the learning objectives for the created content
- Designed 29 icons to be used by Blackboard users on a campus-wide level

skills

Web Design

Building websites (including graphic design, layout creation, site maintenance, database-driven content, Section 508 standards, and user testing)

Social Media

Managing organizational social media presences on Facebook, Twitter, and YouTube

Written Communication

Writing, editing, and designing print and digital documents (including memos, reports, presentations, and web content)

education

MAY 2008

B.A. in Professional Writing

Michigan State University

- Dual Specialization in Digital Design & Rhetoric/Editing & Publishing
- Minors: French & Journalism
- Cumulative GPA 3.67; Major GPA 3.8
- Honors College member; Dean's List 6 semesters; graduated with Honors

MARCH 2005

Study Abroad: Identity & Culture

Mérida, Mexico

- Analyzed historical representations of Yucatan Peninsula inhabitants
- Wrote final paper detailing cultural markers and indigenous identity in the Yucatan

JULY – AUGUST 2004

Study Abroad: Sociolinguistics

Québec City, Canada

- Explored Québec's cultural, linguistic, and political uniqueness while gaining fluency in French
- Conducted research project comparing the use of politeness terms among different age groups

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employment (continued)

AUGUST 2007– MAY 2008

Michigan Energy Options

Marketing & Outreach Intern

- Managed development of a new website that meets Section 508 usability and accessibility web standards
- Authored and designed presentations related to MEO programs and services to be pitched to the government to secure state funding
- Edited and provided design suggestions for press releases, postcards, flyers, brochures, and other print documents
- Designed label to be placed on heating systems installed by MEO through the Heating System Replacement Program

APRIL 2007– AUGUST 2008

Michigan State University Neuroscience Program

Webmaster

- Installed Google Analytics, customized Google Analytics reports, and scheduled their distribution to colleagues
- Analyzed reports regarding site traffic and redesigned site's primary navigation to increase ease of navigation throughout the site
- Wrote and administered digital survey to obtain feedback to help make site improvements

JANUARY 2007– MAY 2008

Kresge Art Museum

Webmaster

- Created individual websites and splash images for upcoming exhibitions (13 total)
- Developed database-driven digital auction galleries for the 2007 and 2008 Twilight in the Garden fundraisers

FEBRUARY 2005– MAY 2007

Turfgrass Information Center

Abstracting & Graphic Design Lead

- Read turf-related periodicals and wrote abstracts for each article including abstracts in French for articles written in French (2309 total abstracts; 75 French abstracts)
- Trained incoming employees to write quality abstracts; proofread and edited abstracts of other employees
- Established and updated an in-house style guide for use by all TIC employees
- Collaborated with other team leaders to write guidelines for completing procedures

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conferences

MARCH 2010

SXSW Interactive

JUNE 2009

New Media Consortium

MAY 2009

TWTRCON

APRIL 2009

Nonprofit Technology Conference

FEBRUARY 2009

NTEN's WeAreMedia Workshop

organizations

2004–2007

MSU Spartan Marching Band

- Elected and served as trumpet squad leader for the 2007 season
- Attended leadership training sessions and weekly leadership meetings
- Assisted squad members in executing marching maneuvers correctly

2006–2007

Glassmen Drum & Bugle Corps

- Performed over 40 shows across the United States each summer
- Traveled to and performed in France, Belgium, England, and the Netherlands
- Compiled over 1600 photos into a digital photojournal documenting the Glassmen's 2007 coast-to-coast tour

awards

MARCH 2007

Honorable Mention, The Big Green Poetry Contest

2004–2008

Robert C. Byrd Honors Scholarship