

# Kristina Dodier

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## Education

### **Salem State College, USA**

Master's in Education, School Counseling, 2009  
Psychological and Career Counseling and Educational Pedagogy  
Awarded and graduated with the highest honors (GPA 3.94)

### **College of the Holy Cross, USA**

Bachelor of Liberal Arts, Literature and Creative Writing, 2004

**Skills:** HubSpot, WordPress, Canva, Asana, Adobe Illustrator, Microsoft Office Suite, Google Suite, Leapsome, Bamboo

## Experience

**Cognigy:** <https://www.cognigy.com/>

Marketing Content Writer: 06/2022-Present

As a part of the marketing and communications team, I am responsible for creating weekly marketing content as well as analyze marketing metrics

Content management: I am the gatekeeper for all content across the company

Editor: I edit all content before it is published

Publishing and Design: I add graphics, pictures and design both my blogs and my colleague's blogs before I publish the content

Marketing and Communications Campaigns: I am a part of our large campaigns as the content writer

Social Media: I post articles and blogs on my Twitter and LinkedIn accounts

**Avid Voyagers:** <https://avidvoyagers.com/>

Freelance Writer: 01/2018-2022

Responsible for creating exciting content centered around travel experiences. Avid Voyagers is a website produced by passionate travelers, editors and marketing experts to inspire travelers through actionable experiences.

I write experience-based articles on premiere destinations. My published pieces for Avid Voyagers are found on my website.

**BCN Travel, Barcelona, Spain:** <https://www.bcn.travel>

Freelance Writer: 01/2018-2021

Responsible for creating content in product articles, marketing copy, increasing user traffic to the website, editing various projects and fulfilling all of BCN Travel's writing/editing needs. In addition, I was offered and enrolled in an SEO course to enhance my marketing copy.

I do not have an editor, thus I do my own editing, proofing and design for all articles.

In charge of adding content through WordPress. Once I am done writing, I upload my work into the WordPress system as well as add the design elements, buttons, links, media and pictures.

Revamping and managing existing content and marketing copy to enhance BCN Travel's website as well as editing copy to appeal to a larger customer base.

**CityTrip, Barcelona, Spain:** <https://www.citytrip.travel>

Freelance Writer 01/2018-2021

CityTrip is a new startup in Barcelona focusing on comprehensive travel solutions around the world.

Created the mission, vision, core values statements to reflect the story behind CityTrip.

Responsible for developing and creating content focusing on specific cities for readers to have 72-hour guides as they explore various cities.

See my website for my published work.

**Barcelona.com, Spain**

Ghostwriter 05/2019

[https://www.barcelona.com/group\\_services/team\\_building#/searchcars](https://www.barcelona.com/group_services/team_building#/searchcars)

Barcelona.com is a premier travel website in Barcelona that receives heavy traffic.

I was asked to write a compelling article focusing on team building activities offered in Barcelona for professional conferences and events.

This article is found above and on my website.

**Erica Puorro Realty, USA**

Blog Writer: 06/2019-05/2020

<http://www.ericapuorro.com/blog>

Responsible for monthly blog posts featuring the area covered by the realty company.

These blogs feature dining, activities for families and life in this part of New England.

These articles have produced hundreds of shares and likes each month and have boosted the interest of homebuyers in this region.

\*Please note that before I embarked on a freelance writing career, I worked in education in the USA, Denmark and Spain. Although I worked in education, my job required extensive writing, as I wrote upwards of 45 student references a year. In addition, I edited references written by non-native English speaking teachers.

My various roles within education also included PR, Communications, Marketing and creating/writing mission and vision statements. This CV is below, should you want to explore my various experiences.

# Education CV

## Experience

### **Metropolitan School, Frankfurt, Germany**

Senior School College and Career/Guidance Counselor/CAS Coordinator: 04/20-Present

Hired to develop a University and Career Counseling program from the ground up, create a comprehensive career curriculum for grades 10-12 and supervise the CAS program.

In the current school year, my role has shifted from serving as the CAS coordinator to providing students with holistic counseling services.

In charge of a social/emotional counseling caseload as well as liaising with psychologists and social services for grades 10-12.

Responsible for career and university counseling.

### **American School of Barcelona, Spain**

Senior School College and Career/Guidance Counselor: 06/17- 08/19

Responsible for career counseling and worldwide university applications for 9-12 grade students.

In charge of a social/emotional counseling caseload as well as liaising with psychologists and social services.

Participation in regular student services meetings as well as implementing best counseling practices in support of our students with learning difficulties.

Facilitation, implementation and delivery of our university class curriculum for all 11 and 12 grade students.

### **International School of Hellerup, Denmark**

Admissions Officer and Senior School College and Career/Guidance Counselor : 05/2015-06/2017

Hired to develop a University Counseling program from the ground up, create a comprehensive career curriculum for grades 9-12 and to serve on the school's leadership team. The leadership team included participating in all major decisions within the school and in working with the school's board in our strategic planning.

IB Accreditation: Hired at the time of the IB accreditation process, thus I was responsible for ensuring that the process went smoothly within the context of admissions and counseling. I received a commendation for my university counseling expertise.

Responsible for all aspects of admissions to ØIS, which includes but is not limited to: reading applications, meeting with potential families, working with embassies and international corporations, welcoming new students and recruiting new students at fairs within the ex-pat community. We grew from 300 students to 600 in my time as an admissions officer.

In charge of marketing, PR and writing articles for newspapers in Copenhagen as well as serving on the website team in developing a new and modern website.

### **Copenhagen International School, Denmark**

**Senior School College and Career/Guidance Counselor: 08/2008-05/2015**

Hired to create, develop and implement a university and career counseling program as well as a curriculum that suits the needs of the student demographic at CIS.

Responsible for a counseling caseload of students for social emotional counseling and working with social services in supporting families and students in need.

IB Accreditation: CIS went through their regular IB accreditation process during the time of my employment. I was responsible for ensuring our counseling department met all the necessary requirements to meet the IB standards. We received commendations for our work with students and families, for our university counseling curriculum and our expertise in worldwide university applications.

**Newburyport High School, USA**

**Counselor for special needs students and high-risk students: 01/2009-06/2009**

Responsible for writing counseling goals in student learning plans as well as collaboration with teachers, families and administration in the safety of high-risk students and in creating goals for special needs students.

Special needs counseling included counseling students who are diagnosed with severe Asperger's, autism, bipolar disorder, depression and low cognitive functioning. High-risk student counseling included counseling students who have fetal alcohol syndrome, pregnant teens, teenagers with drug addictions, and teenagers with criminal records.

**Amesbury High School, USA**

**School Counselor Intern (part of Master's Degree practicum): 08/2008-12/2012**

Developed a career and university curriculum.

Social emotional counseling for grades 9-12.

**Amesbury Middle School, USA**

**Spanish Teacher for grades 5-8: 08/2007-08/2008**

Responsible for teaching Spanish according to the curriculum framework of Massachusetts

**Conferences and Professional Development**

**School Year 2017/2018:** Council of International Schools (CIS) Forum on International Admissions and Guidance, Vienna

Jacobs University Counselor Fly-In, Bremen

**School Year 2017/2018:** University Tour in the Netherlands

**School Year 2016/2017:** Council of International Schools (CIS) Forum on International Admissions and Guidance, Barcelona

IE University Counselor Fly-In, Madrid

**School Year 2015/2016:** International School Counselors Association Annual

Conference, Lisbon

The Common Ground Collaborative: Learning and the Story Tellers for admissions, marketing and communications, Bucharest

**School Year 2014/2015:** Council of International Schools (CIS) Forum on International Admissions and Guidance, Amsterdam

IE University, Madrid counselor weekend

**School Year 2013/2014:** Presenter at the CIS Forum on International Admissions and Guidance, Lisbon. Presentation Title: *Universities that Offer Special Needs Programs and How to Write Ethical References for Special Needs Students.*

Marist University Counselor Fly-In, Florence

Webster University Counselor Weekend, Leiden

**School Year 2012-2013:** CIS Forum on International Admissions and Guidance, Monaco  
Advanced Counseling Skills Workshop, Kuala Lumpur

Oxford University Counselor Weekend, Oxford

**School Year 2011/2012:** Presenter at the CIS Forum on International Guidance and Admission. Presentation Title: *The Learning Curve: How to Implement a University and Career Program.*

New York University, Abu Dhabi Counselor Weekend, Abu Dhabi

Toronto, Canada University tour

**School Year 2010/2011:** CIS Forum on International Admission and Guidance, Monaco  
European University Tour, Barcelona

**School Year 2009/2010:** UCAS Advisors Conference, London

Two week UK university tour visiting 13 universities in Scotland and England

CIS Forum on International Admission and Guidance, Monaco

### **Volunteer Work**

#### **Burmese Refugee Assistance Program (BRAP)**

Team leader supervising a team of students in the jungles of Thailand supporting a local NGO in rebuilding villages and supporting Burmese Refugees