

KRISTA REID

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SUMMARY

- Broad industry experience including textbooks, web content, newspapers, magazines, and trade books with superior skills in market assessment and product development
- A meticulous writer, editor, and manager who excels at multitasking, working under pressure, and exceeding deadlines
- Varied and seasoned knowledge to create strong global brands
- Extremely organized and efficient, solution-oriented with a proven ability in process development and implementation

EXPERIENCE

People & Culture Manager, Vionic Group (San Rafael, CA)

8/2017-Present

- Integral in securing Gallup/Great Workplace Award (1 of 39 companies picked globally), Great Place to Work Certified, California Green Business Certified
- Create all internal content and internal communications strategy for the Vionic brand globally, providing content that is compelling across channels globally
- Collaborate with Executive Team, Marketing, Finance, and Product teams to ensure an aligned approach in presenting the brand across all HR categories
- Manage Admin team
- Manage all external brand partner relationships with HR partners
- Developed and implemented the company's first wellness program and ongoing employee engagement programs

Office Coordinator, Vionic Group (San Rafael, CA)

2/2017-7/2017

- First contact to all clients, funders, vendors, board members, staff, media, etc.
- Managed a wide variety of projects, including facility coordination, phone system upgrades, corporate events, newsletters and internal communications, and planned and executed weekly company events

Sales Ambassador, Barefoot Books (Cambridge, MA)

11/2016-Present

- Building business through in-person and online marketing of award-winning children's books

Editor, Reid Consulting Partnership (Santa Cruz, CA)

2012-2017

- Worked with client to develop theme, content, and structure of management consulting book

Co-founder and Editor-in-Chief, Urban View (Oakland, CA)

Circulation 22,000

12/1998-4/2001

- Founded a weekly arts and culture newspaper for Oakland and surrounding areas
- Created and executed business plan, and managed budget, sales, and production

EDUCATION

Stanford University, M.A. Literature

Cornell University, B.A. Literature

- Magna Cum Laude
- Dean's List

NYU, Publishing Certificate

- Hired and managed all editorial employees and contributors
- Edited paper weekly and wrote 3-5 500 word plus articles
- Negotiated a sale to Metro Newspapers, a California-based regional publisher in 2001

Acquisitions Editor, Sybex (Alameda, CA)

6/1997-11/1998

- Assessed market, determined need and acquired manuscripts for a variety of computer trade books
- Hired authors and developed ideas from proposal to completed book

Editorial Manager, Sybex (Alameda, CA)

3/1996-6/1997

- Hired and managed a team of over 30 in-house and freelance editors
- Responsible for editorial management across all book groups
- Worked directly with all departments to keep editorial schedule on track for entire book catalog

Sales Representative, Addison-Wesley/Benjamin Cummings (Redwood City, CA)

8/1994-12/1995

- Sold textbooks of all subjects from Biology to Nursing to Computer Science to universities and junior colleges; won major book adoptions and provided support and service to adopters
- Placed in the top 5 rookies for sales volume and grew territory revenue

Editorial Assistant, Addison-Wesley/Benjamin Cummings (Redwood City, CA)

9/1993-8/1994

- Worked with authors, editors, production, and sales to produce award-winning computer science textbooks

Editorial Assistant, Miller Freeman (San Francisco, CA)

5/1991-7/1992

- Worked with contributors and editors on text and photo compilation for monthly magazines Computer Language and AI (Artificial Intelligence)
- Liaised with other in-house teams, writers, photographers, printers, designers, and production staff to negotiate and monitor timescales