

KAITLYN CRAWFORD

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CAREER HIGHLIGHTS	Copywriting & Journalism <ul style="list-style-type: none">Wrote about featured books & authors for San Antonio & Texas Book Festival websitesAssisted festival literary directors with programming, creating event titles & descriptions for published schedulesWrote "Home Is Where the Art Is" for the Tribeza 2012 design issueReported on city politics, crime, & community issues for the <i>Uvalde Leader-News</i>Created content for TastyPlacement clients based on audience & industry research Website Management & Digital Design <ul style="list-style-type: none">Managed WordPress & E-commerce sites for numerous clientsTracked conversions & site performance via Google Analytics & WebmastersEdited CMS theme code when adjustments could not be made via dashboardWorked with website plug-ins to create slideshows, galleries, forms & SEOCreated layouts for bi-weekly editions of the <i>Uvalde Leader-News</i> via Adobe InDesignDesigned materials for San Antonio Book Festival marketing campaign including poster for the 2014 Literary Death Match Community Outreach & Communication <ul style="list-style-type: none">Successfully organized 3 book festivals & 1 Literary Death MatchOrganized & promoted a city-wide fiction contest for high school students that received entries from 30+ schoolsConnected book festival authors to a variety of community groups & media outletsCreated content & schedule for the San Antonio Book Festival social media & email marketing campaigns; used analytics to gauge success across platformsResearched various communities within San Antonio to determine appropriate outreach techniques for book festivalConducted research in Southwest Texas in order to create & install an exhibit on the area's bracero program at a local library		
EMPLOYMENT	Search Engine Analyst, TastyPlacement , Austin, TX	April-December 2014	
	Assistant to the Director, San Antonio Book Festival , San Antonio, TX	March 2013-April 2014	
	Staff Writer, The Uvalde Leader News , Uvalde, TX	June-December 2012	
	Intern, Texas Book Festival , Austin, TX	March-December 2011	
	Administrative Receptionist, Texas Performing Arts , Austin, TX	September 2010-March 2011	
VOLUNTEER	El Progreso Memorial Library & Archives , Uvalde, TX	June-December 2012	
EDUCATION		SKILLS	
December 2011	The University of Texas at Austin <i>B.A., English; Minor: American Studies, French</i>	HTML/CSS	InDesign
January 2014-Present	Parsons The New School for Design <i>Certificate in Graphic and Digital Design</i>	Basic Javascript/jQuery	Photoshop
		WordPress	Illustrator
		Google Docs	Google Analytics