

6161 N. Winthrop Ave.
Chicago, IL 60660
773.226.1326

CRYSTAL FENCKE

EXPERIENCE

The DDB Studio, Chicago, Illinois

September 2017 – October 2017

Proofreader (Contract)

- Supported the studio with proofreading and copyediting
- Reviewed galley proofs for production errors and advised staff for corrections
- Reviewed and copyedited ad copy for grammar, spelling and consistency
- Ensured keywords, page titles/descriptions, meta tags were aligned and accurate to fulfill digital strategy

Milhouse Engineering & Construction, Chicago, Illinois

June 2016 – April 2017

Content Writer

- Supported the Director of Marketing in executing activities to raise awareness of firm to community
- Supervised junior staff
- Wrote for internal and external marketing campaigns with in-house content specialists
- Planned, prepared and reviewed award submissions that the firm won
- Developed original, innovative editorial content for intranet and social media updates
- Gathered, edited, and reviewed content for internal newsletter highlighting firm news, initiatives, achievements
- Wrote feature articles, biographies and recaps of web content for newsletter to reinforce brand internally
- Wrote short items for internal campaigns, including Human Resources initiatives
- Wrote posts highlighting internal achievements, including those of individual employees
- Wrote and edited video content highlighting internal and external achievements
- Wrote and reviewed press releases
- Created movies in Facebook
- Created movies using Vimeo
- Monitored social media sites and responded to inquiries

Lochner, Chicago, Illinois

September 2014 – April 2016

Marketing Coordinator

- Executed press activities to raise awareness of firm for company audiences
- Wrote and posted intranet content to showcase staff achievements
- Wrote and edited corporate policies and procedures via Human Resources
- Reviewed and copyedited Web content and various other content on SharePoint, the company's intranet
- Wrote and developed communications materials as needed, including press releases, resumes and biographies
- Teamed with Subject Matter Experts to write articles
- Maintained a media list which I uploaded and stored on SharePoint
- Managed vendor relationship with longstanding printer
- Managed vendor relationship with longstanding supplier of regulation construction products

Aramark, Chicago, Illinois

March 2014 – July 2014

Writer/Copyeditor (Contract)

- Copyedited RFPs, RFIs and RFQs for this project using InDesign, MS Word and PowerPoint

Pearson Education, Chicago, Illinois

March 2013 – July 2013

Editorial Assistant (Contract)

- Reviewed page proofs of textbooks using Figure One application and images, such as Shutterstock
- Rewrote captions for newly placed images
- Updated data with MS Excel tracking document on Google Docs

Jacobs & Clevenger, Chicago, Illinois**2012***Proofreader (Contract)*

- Proofread and marked up direct marketing collateral including text, charts and graphs
- Brainstormed with managers and other proofreaders about changes

Hyde Park Herald, Chicago, Illinois**April 2008 – February 2009***Staff Writer*

- Wrote and proofread news stories, profiles and features
- Coordinated interviews and developed relationships
- Worked collaboratively with editors, other writers, graphics professionals and photographers
- Ensured high level of editorial professionalism and detail

The Marco Consulting Group, Chicago, Illinois**April 2008 – February 2009***Executive Assistant*

- Supported Director of Research and group
- Prepared presentations using PowerPoint and Excel
- Assembled and reviewed electronic presentations
- Updated pages for client-specific meetings
- Filed proposals electronically and physically according to firm procedures

Volunteer Experience**Berger Park Advisory Council, Chicago, Illinois****June 2017 – current***Communications Manager*

The Berger Park Advisory Council supports arts and historical programming at the Berger Park Cultural Center.

- Lead publicity and communications efforts
- Maintain and increase the visibility of the park's activities within the Edgewater community
- Perform social media and email marketing (MailChimp)
- Write and contribute to flyers and other content
- Disseminate information to other organizations, including the alderman's weekly newsletter
- Advise Advisory Council regarding communications methods and procedures
- Advise community members about park policies and procedures
- Monitor social media sites and respond to inquiries
- Report on Google analytics, Facebook and MailChimp open rate
- Participate in Park Advisory Council Conferences

SKILLS

Proficiency with PC, Macintosh, Windows, search engines

Proficiency with MSWord, Excel, Access, Outlook, PowerPoint, SharePoint 2013 and Office 365

Hands-on experience with Adobe Acrobat, InDesign, Photoshop, Illustrator, SharePoint, Salesforce, Deltek Vision CRM, WordPress, Facebook, Twitter, LinkedIn, MailChimp, YouTube, Google Docs, Google Drive, Google AdWords

EDUCATION

The University of Illinois, Chicago, Illinois

Bachelor of Arts in English Writing

LANGUAGES STUDIED

Spanish

German