

KRISTEN WATTERSON

AGILE MARKETING / TECHNICAL WRITER

SKILLS

COPYWRITING

MARKETING MGMT

PROJECT MGMT

INBOUND MARKETING

CONTENT STRATEGY

TRAFFIC ANALYTICS

TELECOMMUTING

SEO

SOCIAL MEDIA

EMAIL MARKETING

RESEARCH

PRODUCT

DEVELOPMENT

EXPERIENCE

MARKETING MANAGER / REGO CONSULTING

March 2019 - October 2019

- Supplied all client-facing communications, including white papers, blogs, magazine features, social media, and weekly email blasts for the top provider of Agile and PPM services to 40% of Fortune 100 companies and 60% of Fortune 20 companies.
- Led an aggressive SEO strategy that yielded a 34% increase in organic search and reported that data weekly.
- Produced promotional content for a large Agile conference, leading to the highest attendance of all time—double the previous year's attendance and registration.

DEVELOPMENT EDITOR / MANNING PUBLICATIONS

September 2015 - April 2019

- Managed Agile projects that produced books on web technologies, app development, and programming languages totaling \$6M at any time.
- Acted as an advisor to the executive board, reporting on project milestones, areas of opportunity, and market research.
- Created training documentation for book and video authors and used Stanford cognitive science research to inform product design.

EDUCATION

BA - WRITING / INDIANA UNIVERSITY

2008 - 2011

CSPO CERTIFICATION - SCRUM ALLIANCE

PUBLISHING COORDINATOR / PEARSON TECHNOLOGY GROUP

June 2012 - September 2015

- Acquired promotional web content on consumer technology and maintained websites run by Que Publishing and InformIT daily.
- Launched and marketed a viral technology career advice series featuring experts and influencers.
- Leveraged analytics data to create new web content tailored to areas of high customer interest.