

C U R R I C U L U M V I T A E 2 0 1 7

K R I S K I N G

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EDUCATION

BS; Political Science with Honors, Montana State University, Bozeman, MT, 1995

Awards and Scholarships: Deans List, Undergraduate Scholars Conference Presenter, Honors Department Scholarship, College of Letters and Science Academic Scholarship.

CAREER

Buzz Media Queen Bee, Livingston, MT, buzzmemedia.com, 2016 to Present

Founded a marketing consultant business specializing in small business social and print media marketing strategies and implementation. Content creation, editing, and updating social media, websites, newsletters and print marketing materials. Also coordinating customer testimonials and online reputation management. Clients include Granite Sports Medicine, Black Dog Rehab, The Gourmet Cellar, Uncorked Wine Bar, The Community Closet, The Curated Closet, The Alley Annex, Vasari Plaster & Stucco, O'Connor Auto Body, Ponyland Farm and Edd Enders Fine Art. Livingston, MT, 6/2015 to present.

Stafford Animal Shelter Development Director, Livingston, MT, staffordanimalshelter.org, 2005 - 2015

and Interim Executive Director 9/2014 – January, 2015. Responsible for creating, delegating and measuring progress, media and budget for annual Marketing and Communications, Event/Outreach, Education, Fundraising, and Volunteer programs. Marketing and Communications included role as key contact for all interview and media outreach opportunities and initiating press releases, ads, social media posts and educational pieces in television, radio, newspaper, magazine and online venues. Designed, wrote, and secured quality photographs and underwriters for popular color 8-page newsletter that included year end fiscal and service reports, donor and business partner acknowledgement, event promotion, and educational articles from industry specialists. Created and delegated program for regular social media presence with Instagram, Twitter, Facebook and the Shelter's blog-post website. I utilized a wide range of multi-media outlets to reach diverse audiences – from social media for younger people, to Chamber newsletters for rural audiences, to easy-to-read newsletters and inclusive projects for seniors – to promote fundraising events, Shelter news and needs in addition to adoptions and humane animal care education. Primary responsibility for two major and various monthly annual events for a decade including planning, budgeting, auction, sponsors, volunteers, implementation and success measurement. I grew my annual fundraising projects annually to include over a hundred Business Partners, and active Annual Giving, Major Giving, Events, Membership, Memorials, Grants, In-kind Support, and Bequests/Planned Giving programs, and laid the foundation for a \$5 million Endowment Campaign. Generated educational outreach program targeting schools and youth programs, outreach to senior and day treatment centers, regular radio programs, and collaboration with several dozen nonprofit and community organizations on an array of projects. My role as head of Volunteer Coordination included: training, tracking, and managing 250+ volunteers annually to socialize animals, help with adoptathons and outreach events, take videos and photographs of adoptable pets and events, and assist in fundraising projects.

Clark City Press; Marketer and Copyeditor, Livingston, MT, clarkcitypress.com, 2003 - 2005

Coordination of book signing event and publicity; assistance in book creation including proofreading, copyediting and formatting pre-press text; inventory; overseeing orders and book distribution; and general office work.

Park County Environmental Council; Development Director, Livingston, MT, envirocouncil.org, 2003 - 2004

Responsible for communications and publicity, sponsorship, invitations, and logistics for all events. Managed

web content, online donor and planned giving development, and online product sales. Initiated sustainable giving program. Executed direct-mail donor solicitation, annual membership, year-end campaigns, donor acknowledgement and database management. Participated in grant research, writing and reporting.

Asian Community Mental Health Services; Neighborhood Learning Center Coordinator, Development Associate, Oakland, CA, acmhs.org, 1998 - 2003

Administered media, public, and donor relations, created quarterly newsletter and all event publications and outreach; maintained website and databases; oversaw legislative and community advocacy; recruited staff; and coordinated all board and management meetings. In 2000, additionally coordinated Neighborhood Learning Center Satellite Site: operations, staff, curriculum, communications and publicity, maintenance, and reporting for art therapy and large educational grant.

Mark Richards Photography; Office Manager, Mill Valley, CA, markrichards.com, 1996 - 1998

Directed publicity and outreach, oversaw postcard campaigns and mailings; edited stock photos; coordinated assignments; maintained database, billing and accounting.

Museum of the Rockies; Art and Photography Curator Assistant, Bozeman, MT, museumoftherockies.org, 1994 - 1995

Assisted department director Steve Jackson in photo archival, data input, photo filing and inventory. Helped prepare for and hang Museum shows as needed.

Greater Yellowstone Coalition; Membership Development Assistant, Bozeman, MT, greateryellowstone.org, 1992 - 1993

Assisted Membership Director and Development Director with donor recruitment and cultivation, executed mailings, helped prepare Board presentation materials and offered general office assistance.

COMPUTER SKILLS

Proficient in Adobe Photoshop, InDesign, and graphic design and content of print publications including newsletters, posters and brochures; Microsoft Office Suite, QuickBooks, Social Media, Word Press web design and website maintenance on various platforms, and a range of field-specific databases. Took advanced MSU Extension classes 2010-2013 in InDesign, Graphic Design, Excel, and QuickBooks. Have trained staff and volunteers on software systems and am comfortable troubleshooting software and hardware problems and learning new systems.

MARKETING

Buzz Me Media; marketing consultant business developing marketing strategies and implementing plans including content creation, editing and updating social media, websites, newsletters and print marketing materials. Clients include Granite Sports Medicine, Black Dog Rehab, The Gourmet Cellar, Uncorked Wine Bar, The Community Closet, The Curated Closet, The Alley Annex, Vasari Plaster & Stucco, O'Connor Auto Body, Ponyland Farm and Edd Enders Fine Art. Livingston, MT, 6/2015 to present.

Stafford Animal Shelter; directed ongoing marketing and communications through multi-media outlets including blog website, Facebook, Instagram, Twitter and Pinterest, and weekly radio show. Wrote regular press releases, PSA's and announcements, wrote and secured sponsorship of weekly pet ads, wrote monthly pet advice column in four publications, created widely-read 8-page newsletter. Livingston, MT, 2005 – 2015.

Danforth Gallery and Friends of the Arts; assists with marketing and promotions for art exhibits 2014 – present.

Clark City Press; promoted books with radio interviews, feature and interview articles, book signings with media coverage such as radio PSA's, press releases, and newspaper announcements. Livingston, MT, 2003 – 2005.

International Dragon Boat Races; Promoter and Media Liaison for annual race festival, Oakland, CA, 2000 – 2002.

Oakland Art Center's Art Therapy for severely mentally ill Asian Immigrants; procured and promoted woodblock art exhibits in the Bay Area, CA, 1999 – 2002. Promoted annual conference for families with

developmentally disabled members with translation services in 6 languages, Oakland, CA through press releases, flyers, online postings and public service announcements on television, 1999 – 2002.

Mark Richards Photography; oversaw marketing and postcard campaigns, Mill Valley, CA and increased assignments by 20% and annual income by 35%, 1997 – 1998.

Mothlight Productions; promoted music concerts in Bozeman, MT with radio ads, live interviews and promotional giveaways. Designed posters, wrote articles and outreach materials. Bozeman, MT, 1994 – 1996.

EVENT MARKETING AND COORDINATION

Stafford Animal Shelter Development Director: over ten years I doubled Corporate giving, raised over \$800,000 from individual donors, more than tripled newsletter donations, increased license plate income from \$600 to \$12,000 annually, increased annual gala fundraiser income by \$25,000 and doubled the annual summer fundraiser income. I began online giving and vehicle donation programs and three special needs funds to assist pets with severe medical needs, seniors, and victims of domestic violence. I researched and established a major prospect pipeline and event structure and schedule. Livingston, MT, 2005 – 2015.

Big Brothers Big Sisters of Park County Board: *Raising More Money* trained Committee Member at two out of state courses, participated in bi-annual fundraising events as table and team host, and various donor cultivation and appreciation projects. Took and distributed meeting notes as the Board Secretary. Livingston, MT, 2004 – 2007.

Park County Environmental Council Development Director: fundraising and member development event coordinator; worked with hosts, donors, vendors and volunteers to plan, invite guests, set up auctions, execute event and measure success of two large and various smaller outreach events. Livingston, MT, 2004.

Asian Community Mental Health Services: Event Coordinator for annual Gala Fundraisers (500 guests at sit-down dinner with speakers and auction) and Asian Community Night with the A's (150 youth in baseball clinic, 300 guests, and silent auction) including: program and site logistics, corporate and community sponsorship, invitations, all press, auction, event logistics, and donor appreciations. Oakland, CA, 1998 – 2003.

WRITING & EDITING

Montana Quarterly, feature author interviewer, Livingston, MT, 2005 – present.

Park County Community Journal, food/restaurant review column, 2014 – 2015.

Tributary Magazine, columnist, feature story writer and page layout and design, Bozeman, MT, 1993 – 2008.

Livingston Current, feature stories, Livingston, MT, 2003 - 2005.

Distinctly Montana, feature stories, Bozeman, MT, 2004 – 2009.

Balance Magazine, feature stories, Bozeman, MT, 2005 – 2008.

Clark City Press, editing and proofreading galleys of manuscripts, book layout, Livingston, MT, 2003 – 2005.

Urban View Newspaper, Columnist and Photographer, Oakland, CA, 2000 – 2001.

Independent Traveler Galapagos Handbook, Flying Fish Publications, Copyeditor, Ecuador, 2000.

The Berkeley Monthly, "Critic's Choice" monthly reviews, Berkeley, CA, 1997 – 1998.

The Ecuador Cookbook, bilingual edition, Buchanan & Franco; Copyeditor, Guayaquil, Ecuador, 1998. *The*

Exponent, Columnist, 'Elsewhere' Travel Column, MSU, Bozeman, MT, 1993 – 1994.

VOLUNTEER

Yellowstone Boys and Girls Ranch, Respite Therapeutic Foster Parent. Livingston, MT, 2004 – 2010.

Big Brothers and Sisters of Park County, Secretary of Board. Livingston, MT, 2004 – 2007.

Livingston Sister City Exchange Program, Volunteer Chaperone. Naganohara, Japan, 2005.

International Dragon Boat Races, Team Captain and Media Liaison. Oakland, CA 2000 – 2002.

KGLT Radio Station, Disc Jockey, *WordUp* Live Poetry, Fund Drives. MSU, Bozeman, MT, 1993 – 1996.

Reach, Inc., Literacy Tutor & Mentor for Developmentally Disabled adult. Bozeman, MT, 1988 – 1992.
Big Brothers and Sisters of Gallatin County, Big Sister Mentor. Bozeman, MT, 1984 -1987.

LANGUAGES

Spoken and written Spanish, SEE Sign Language, nanny British, bartending German, restaurant Chinese, and shopping Turkish.