

# kristenbyers

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## employment

NOVEMBER 2008 – PRESENT

### **Monterey Institute of International Studies**

#### **New Media Development Specialist**

- Serve as the project manager for the redesign of miis.edu and facilitate web strategy team meetings
- Manage a WordPress Multi-User blogging platform to serve as a primary campus communication tool
- Lead and collaborate in the development of web and new media content initiatives, both within the Monterey Institute and with partners at Middlebury College
- Develop project timelines, manage project workflows, maintain project schedules for design and production
- Assist with tracking and reporting statistics for Institute websites using Google Analytics
- Assist internal departments with Internet marketing projects or initiatives as needed
- Train others in the development of web and digital media production skills

JANUARY 2007 – PRESENT

### **kristenbyers.net**

#### **Freelance Writer/Designer**

- Develop a new website for the UPS Store Franchise Owners Association using Expression Engine
- Design a 26-character TrueType font based on hand drawn image of 8 letters
- Generate content for Web Ascender, a Michigan-based web design firm, to use for dental office website templates
- Edit first 2 chapters (60 pages) of a doctoral dissertation on supplier development

JUNE 2008 – AUGUST 2008

### **Purdue University**

#### **Online Digital Content Intern**

- Developed 3 online training classes for faculty, staff, and graduate students involved in the instructional mission of the University
- Created digital resources for use in traditionally delivered, blended, or completely online academic classes
- Consulted with clients to solicit the learning objectives for the created content
- Designed 29 icons to be used by Blackboard users on a campus-wide level

## skills

### **Web Design**

Building websites (including graphic design, layout creation, site maintenance, database-driven content, Section 508 standards, and user testing)

### **Social Media**

Managing organizational social media presences on Facebook, Twitter, and YouTube

### **Written Communication**

Writing, editing, and designing print and digital documents (including memos, reports, presentations, and web content)

## education

MAY 2008

### **B.A. in Professional Writing**

#### **Michigan State University**

- Dual Specialization in Digital Design & Rhetoric/Editing & Publishing
- Minors: French & Journalism
- Cumulative GPA 3.67; Major GPA 3.8
- Honors College member; Dean's List 6 semesters; graduated with Honors

MARCH 2005

### **Study Abroad: Identity & Culture**

#### **Mérida, Mexico**

- Analyzed historical representations of Yucatan Peninsula inhabitants
- Wrote final paper detailing cultural markers and indigenous identity in the Yucatan

JULY – AUGUST 2004

### **Study Abroad: Sociolinguistics**

#### **Québec City, Canada**

- Explored Québec's cultural, linguistic, and political uniqueness while gaining fluency in French
- Conducted research and wrote final paper comparing the use of politeness terms among different age groups

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## employment (continued)

AUGUST 2007– MAY 2008

### **Michigan Energy Options**

Marketing & Outreach Intern

- Managed development of a new website that meets Section 508 usability and accessibility web standards
- Authored and designed presentations related to MEO programs and services to be pitched to the government to secure state funding
- Edited and provided design suggestions for press releases, postcards, flyers, brochures, and other print documents
- Designed label to be placed on heating systems installed by MEO through the Heating System Replacement Program

APRIL 2007– AUGUST 2008

### **Michigan State University Neuroscience Program**

Webmaster

- Installed Google Analytics, customized Google Analytics reports, and scheduled their distribution to colleagues
- Analyzed reports regarding site traffic and redesigned site's primary navigation to increase ease of navigation throughout the site
- Wrote and administered digital survey to obtain feedback to help make site improvements

JANUARY 2007– MAY 2008

### **Kresge Art Museum**

Webmaster

- Created individual websites and splash images for upcoming exhibitions (13 total)
- Developed database-driven digital auction galleries for the 2007 and 2008 Twilight in the Garden fundraisers

FEBRUARY 2005– MAY 2007

### **Turfgrass Information Center**

Abstracting & Graphic Design Lead

- Read turf-related periodicals and wrote abstracts for each article including abstracts in French for articles written in French (2309 total abstracts; 75 French abstracts)
- Trained incoming employees to write quality abstracts; proofread and edited abstracts of other employees
- Established and updated an in-house style guide for use by all TIC employees
- Collaborated with other team leaders to write guidelines for completing procedures

## conferences

MARCH 2010

### **SXSW Interactive**

JUNE 2009

### **New Media Consortium**

MAY 2009

### **TWTRCON**

APRIL 2009

### **Nonprofit Technology Conference**

FEBRUARY 2009

### **NTEN's WeAreMedia Workshop**

## organizations

2004–2007

### **MSU Spartan Marching Band**

- Elected and served as trumpet squad leader for the 2007 season
- Attended leadership training sessions and weekly leadership meetings
- Assisted squad members in executing marching maneuvers correctly

2006–2007

### **Glassmen Drum & Bugle Corps**

- Performed over 40 shows across the United States each summer
- Traveled to and performed in France, Belgium, England, and the Netherlands
- Compiled over 1600 photos into a digital photojournal documenting the Glassmen's 2007 coast-to-coast tour

## awards

MARCH 2007

### **Honorable Mention, The Big Green Poetry Contest**

2004–2008

### **Robert C. Byrd Honors Scholarship**