

Nancy Crist | *I have a way with words.*

2514 Davenport Avenue, Oxford Junction, Iowa 52323 | 319.329.6370 | nancycrist@netins.net

Professional Summary

I kicked off my writing career in the fourth grade, creating greeting cards for family members. Since then, I have conquered many writing formats, from marketing collateral and annual reports to website content and plays. I also design and sell jewelry. Creativity is in my DNA.

Professional Experience

Writer | **Self-Employed, Oxford Junction, Iowa**

12/2016 – Present

- I write news and feature articles, brochures, annual reports, website content, news releases, blogs, AdWords, print ads, grants, fiction stories and plays.
- Industry experience includes marketing, senior living communities, nonprofits, animal welfare, retail banking, politics and justice system (local, state, federal).

Writer/Public Relations Specialist | **J.W. Morton & Associates**

2/2001 – 12/2016

Cedar Rapids, Iowa

- J.W. Morton & Associates is an advertising agency. Its clients are in banking, health care, food, agriculture and service industries.
- I was hired full-time after working as a freelance writer.
- Writing: SEO web content and news releases, Google AdWords, opinion editorials, print ads, brochures, annual reports, nonprofit fundraising pieces, newsletters, e-newsletters, radio PSAs, video scripts and e-blasts.
- Editing: Edited submissions to multiple client newsletters; enforced accurate spelling and grammar and AP style (or specific style format designated by client).
- *Notable:* My PR experience enabled the agency to begin offering public relations services. I pitched a story on Universal Gym that was picked up by the Associated Press and went national.

Writer/Public Relations Consultant | **Self-Employed**

3/1999 – 1/2001

Cedar Rapids, Iowa

- Writing: News releases, case histories and newsletters for two marketing agencies and a wireless provider.
- *Notable:* I took a client's idea for a school safety program and gave it legs by writing procedures and proposals, recruiting partners and planning and executing news conferences in three cities.

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Nancy Crist Professional Experience *continued*

Director of Communications | Cedar Rapids Area Convention & Visitors Bureau, Cedar Rapids, Iowa 2/1998 - 2/1999

- Wrote news releases and articles for travel publications.
- Planned and executed annual tourism event and news conference.
- *Notable:* A story I pitched about a local historic mansion achieved 400+ media hits, including three national networks, within 24 hours; reduced expense of annual tourism event from \$15,000 to \$5,000.

Newsletter Editor & Office Assistant | AEGON, APAC & Southeastern Iowa Synod, Cedar Rapids Area 2/1996 - 12/1997

- I worked as a temporary office assistant at AEGON and APAC and newsletter editor at Southeastern Iowa Lutheran Synod.
- *Notable:* I redesigned the Synod's newsletter and hired and trained my replacement. The client was very pleased with both.

Publications Editor | Arlington Heights Memorial Library 4/1992 - 12/1995 Arlington Heights, Illinois

- Wrote and designed the patron newsletter; wrote a multi-insert welcome packet, employee skit, and brochures.
- *Notable:* I learned Pagemaker software so that I could design the newsletter; one of my brochures received a national award.

Writer/Editor/Proofreader | Jobs in the Chicago Area 10/1980 - 3/1992

- Additional jobs in the Chicago area included five years as a writer for the Information and Education department of Ducks Unlimited; one year as features editor for three trade magazines at Innes Publishing; two years as a proofreader at Foremost Graphics.

Education

I have a BA in Mass Communications from Western Illinois University with an emphasis in Print Journalism.

Volunteer Work

Team Lead | Will Champlin, Indie Music Artist 6/2014 - 8/2014

- I led a public relations and marketing team on behalf of indie artist and The Voice Season 5 Finalist Will Champlin.
- With our help, Will made iTunes history when he became the first unsigned indie artist to have an album hit top 20 in under 24 hours.

Co-Founder and Grant Writer | Dogs Forever 3/2011 - Present Cedar Rapids, Iowa

- I co-founded Dogs Forever, a nonprofit, to help abandoned, abused and neglected dogs in Eastern Iowa.
- I developed and wrote all procedures and forms for our shelter, including dog care, adoptions, foster care and volunteer duties.
- I have applied for/received multiple grants .