KRISTI DELYNKO

COMMUNICATION STRATEGY · GRAPHIC DESIGN · INTEGRATED MARKETING COMMUNICATIONS

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The City of Westminster **Westminster, CO**
Public Information Specialist, 3/12-present

- Consult with various departments to develop communication plans, as well as advise them on communication systems, processes and techniques for both short-term and long-term projects.
- Collaborate with human resources to plan, develop, support and implement a variety of strategies, programs and processes to enhance employee engagement, facilitate communication, promote the organizational culture and support the organization's mission.
- Serve as project team leader to redesign the organization's intranet, from research to planning and testing, to design, implementation and evaluation; executed communication and training plan to coincide with launch.
- Plan, write, design and produce communication materials including print and electronic newsletters for internal and external audiences.
- Lead a committee to write and produce a quarterly internal newsletter; oversee weekly internal e-newsletters
- Using a content management system, develop, edit and maintain website content.
- Assist in the development and management of social media marketing, digital media research and customer relationship management software implementation.

The Alexander Dawson School at Rainbow Mountain **Las Vegas, NV**
Private, independent school with more than 600 students and approximately 200 faculty/staff.
Communication Manager, 07/08 – 03/12

- Developed and implemented a strategic communications plan and provided public relations counsel to the Headmaster and other departments.
- Responsible for graphic design and organizational branding initiatives, including website graphics and content, advertisements, printed publications, photography, video production and editing, e-newsletters, production of even collateral, flatscreen signage and interactive presentations.
- Implemented an integrated marketing communication plan to include social media (Facebook, Twitter, Youtube, Flickr, LinkedIn, Wordpress, RSS feeds)
- Developed a variety of policies and handbooks (Social Media Policies, Writing Style Guide, Logo Usage Guidelines, Crisis Communication), as well as conducting employee trainings.
- Created and administered marketing surveys, as well as analyzed data to ensure strategy alignment and proactive communication.
- Worked with external designers, videographers, photographers and PR agencies on marketing initiatives.
- Collaborated with various media outlets and community groups.
- Managed the communication budget and worked with all vendors to secure necessary services within budget.

Iredell-Statesville Schools **Statesville, NC**
One of the largest school systems in North Carolina with more than 30,000 students in 36 schools.
Communication Specialist, 09/07 – 06/08
Freelance Graphic Designer, 5/06 – 09/07

- Managed all aspects of visual communication, including website graphics and content, advertisements, printed publications, video production and editing, and interactive presentations.
- Created website templates for 36 district schools and conducted trainings on editing the sites; wrote website specifications manual to ensure consistent website design across all 36 websites.
- Worked with vendors to negotiate pricing and production schedules for all printed materials.
- Developed strategy, content and production of all written materials to meet strategic plan goals.
- Aided in crisis communication situations and facilitated information flow.

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CKA Creative, LLC **Mooresville, NC**
Co-owner & Graphic Designer, 04/05 – 7/11
- Graphic design, website creation, web management and print buying for various clients.
- Consulted and worked closely with clients to build marketing strategies, brand identity and graphics.
- Worked with printers, mailers and advertising vendors.
- Experienced in all aspects of founding, running and maintaining a business, including budgeting, customer service, sales, public relations, management, bookkeeping, community partnerships and advertising.

Myers Park Presbyterian Church **Charlotte, NC**
The 17th largest Presbyterian church in the world with over 4,000 members and nearly 100 employees.
Visual Communication Specialist, 3/07 – 9/07
- Managed all aspects of visual communication for seven departments, including website graphics and content, advertisements, printed publications, digital design for flat screen televisions, weekly and monthly newsletters, interactive presentations, video and other electronic communications.
- Worked with vendors to negotiate pricing and production schedules for all printed materials.
- Developed strategy, content management and production of all written materials to meet communication goals.
- In the absence of the Communications Director, managed all aspects of internal and external communication.

Barium Springs Home for Children **Barium Springs, NC**
A family-services agency with more than 120 employees who care for over 600 children and families each year.
Communications Specialist, 11/04 – 3/07
Communications Coordinator, 05/03 – 11/04
- Implemented various public relations plans on a project-by-project basis; including writing and pitching news stories to local and regional media contacts; placing and designing advertisements; and designing and maintaining the website.
- Initiated and implemented interactive marketing efforts, including online giving, monthly email newsletters and multimedia/video production.
- Managed the printed materials budget; wrote, designed and edited publications; coordinated costs and production timeline with all vendors within this budget.
- Managed major components of state-wide fundraising events.
- Managed a 12-person Communications Committee with a focus on improving internal communications.

EDUCATION
University of North Carolina, Charlotte
- M.A. in Communication Studies, December 2007
- Co-author of published article: "Oral History of McCreesh Place, Apartment Building for (Formerly) Homeless Men: Advancing the Warp and Balancing the Weave," *Cultural Studies <=> Critical Methodologies*, December 1, 2010; Vol. 10, No. 6 (508-519).

Wingate University
- B.A. Communication Studies with a minor in English, May 2003
- Graduated with University Honors & Summa Cum Laude

TECHNICAL SKILLS
- Proficient in both Mac & PC platforms
- Microsoft Office Suite (including Publisher, Excel, Power Point and Word)
- Adobe Creative Suite (including Photoshop, Illustrator, Dreamweaver and InDesign)
- Social media applications (including Twitter, Facebook, LinkedIn, Wordpress, Youtube, Flickr, RSS feeds) and monitoring tools (Omniture, Google Analytics)
- Sony Vegas, iMovie and Adobe Premiere video editing software
- Digital SLR and video cameras
- Intermediate HTML knowledge and web content management software experience