

PROFESSIONAL EXPERIENCE

Content Writer

Pendleton, IN

GVC Mortgage, Inc.

August 2014-July 2016

- ♦ **Researched** and **wrote** blog articles for GVC Mortgage, Inc.'s corporate and branch websites
- ♦ **Wrote, edited,** and **designed** a wide range of content including but not limited to ebooks, using Adobe InDesign, Photoshop, and Illustrator, copy on flyers, video scripts, policies and procedures, and website content including product copy, homepage copy, etc.
- ♦ **Composed,** and **managed** GVC Mortgage, Inc.'s and affiliated branches social media content on Facebook, LinkedIn, Twitter, and Google Plus using the social media platform Sprout Social
- ♦ **Trained** staff members on GVC Mortgage, Inc.'s new social media employee advocacy software program on both their mobile devices and desktops
- ♦ **Input** ideas into the editorial calendar for the entire year
- ♦ **Attended** webinars and marketing conferences, such as Go Inbound Marketing, to increase my understanding of the marketing and technology landscape

Legal Writer & Researcher Intern

Detroit, MI

Quicken Loans—Legal Lifeline Specialty Projects

January 2014—August 2014

- ♦ **Researched** applicable residential lending statutes on various topics for all 50 states
- ♦ **Wrote** and simplify all applicable residential lending statutes
- ♦ **Designed** training materials for incoming interns, and **created** brand for internal and external communications from the Legal Lifeline team
- ♦ **Trained** incoming legal interns on new software, policies and procedures of the Legal Lifeline team, and acted as their go-to for questions and concerns when the Team Lead was unavailable

Communications Writer & Project Manager

Grand Rapids, MI

Grand Valley State University Development

May 2013-December 2013

- ♦ **Researched** and **compiled** data and information to write development communications
- ♦ **Managed** various projects and **created** production schedules with multiple deadlines
- ♦ **Wrote** copy for GVSU publications including magazines, parent newsletters, E-mail campaigns, and appeals

PUBLICATIONS

- ♦ GVC Mortgage, Inc. Corporate Blog, www.gvcmortgage.com/blog
- ♦ Complete writing and design portfolio, www.krisyforce.com

PROFESSIONAL SKILLS

- ♦ **Content Creation**
- ♦ **Project Management**
- ♦ **Social Media**
- ♦ **SEO Optimization**
- ♦ **Editing**
- ♦ **Research**

TECHNICAL SKILLS

- ♦ **Adobe Suite** (InDesign, Photoshop, Illustrator)
- ♦ **Social Media** (Facebook, Twitter, LinkedIn, Google Plus, Sprout Social, Bambu)
- ♦ **Content Management Systems** (Weebly, WordPress, Drupal, AuthorIt, Sharepoint)
- ♦ **Languages** (HTML/CSS)

EDUCATION

Grand Valley State University

Allendale, MI

Bachelor of Arts, Writing

Fall 2013

Minor: Public Relations


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Fishers, IN