

PROFESSIONAL EXPERIENCE

Enrollment Marketing Manager

Indianapolis, IN

Butler University

June 2019–Present

- ♦ **Build, write, and edit** email communications to prospective, first-year, and transfer students utilizing Butler’s CRM Slate Technolutions.
- ♦ **Create** landing pages on external Butler website and **revise** existing website copy.
- ♦ **Monitor data** and **build reports** to track success of email campaigns.
- ♦ **Project manage** and **coordinate with creative team** on print and digital deliverables with varying production schedules.
- ♦ **Edit** communications to prospective students using a hybrid of AP and Chicago styles.

Internal Communications Manager

Indianapolis, IN

Butler University

October 2016–June 2019

- ♦ **Developed** and **implemented** strategic communication plans that include email, digital newsletter announcements, and website updates for the Department of Human Resources.
- ♦ **Wrote** and **edited** articles for publication in employee newsletter and *Butler Magazine*.
- ♦ **Served** on various University committees to gain insight into ongoing issues, staff culture, and to offer potential solutions and feedback regarding upcoming changes or projects.
- ♦ **Created, distributed,** and **analyzed** survey data on the performance of employee newsletter.

Content Writer

Pendleton, IN

GVC Mortgage, Inc.

August 2014–July 2016

- ♦ **Researched** and **wrote** blog articles for corporate and branch websites.
- ♦ **Wrote, edited,** and **designed** content for ebooks, flyers, policies, and website content.
- ♦ **Managed** corporate and affiliated branches social media content.
- ♦ **Trained** staff members on new social media employee advocacy software program.

Legal Writer & Researcher Intern

Detroit, MI

Quicken Loans—Legal Lifeline Specialty Projects

January 2014–August 2014

- ♦ **Wrote** and simplified all applicable residential lending statutes.
- ♦ **Designed** training materials for incoming interns and **created** brand for internal and external communications from the Legal Lifeline team.

TECHNICAL SKILLS

Adobe Suite (InDesign, Photoshop)

CRMs (Slate Technolutions, Salesforce Marketing Cloud)

Social Media (Facebook, LinkedIn, Twitter, Sprout Social)

Content Management Systems (WordPress, Drupal)

Coding Languages (HTML/CSS)

PROFESSIONAL SKILLS

Content Creation

Editing / Providing Feedback

Project Management

Strategic Communication

Analyzing data and analytics

EDUCATION

Butler University

Master of Arts in Business Administration '19

Grand Valley State University

Bachelor of Arts, Writing '13



krisyforce@gmail.com



317-999-5216



www.krisyforce.com



Fishers, IN