

# KRISTA J. MARTINELLI

120 Lake Pine Circle, D1, Greenacres, FL 33463  
Aroundwellington@gmail.com • (561) 389-0252

## Copywriter/ Corporate Communications / Marketing Manager

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- Copywriting
  - Editing
  - Publishing
  - Project Management
  - Marketing
  - Social Media Marketing
  - Communications
  - Proposal Writing
  - WordPress
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### EXPERIENCE HIGHLIGHTS

**AROUNDWELLINGTON.COM, Wellington, FL**

**11/2005 - Present**

*Owner/Editor/Publisher*

- Writing local feature stories, creating a weekly eNewsletter, editing stories for a monthly online magazine. Producing compelling content and posting via WordPress.
- Creating successful marketing campaigns for advertisers.
- Managing a team of over 20 volunteers. billing, collections, business management.
- Visit [www.aroundwellington.com](http://www.aroundwellington.com) to view the current or past issues.

**SHOES FOR CREWS, Boca Raton, FL**

**05/2022 - Present**

*Copywriter/ Project Manager B2B Marketing*

- Targeted marketing and sales promotional copywriting including emails, social media posts, collateral, web copy, newsletters, catalogs, billboards, video scripts, brand messaging, letters from the CEO and other promotional copy.
- Managing all projects from start to finish that come in via the Digital Asset Management system from our sales team.
- Managing the D.A.M. and CANVA, training the sales team in both
- Handling daily marketing collateral requests and working closely with our international sales team to create polished B2B marketing materials.

**GENUINITY, West Palm Beach, FL**

**08/2020 - 06/2021**

*Proposal Writer/Marketing Manager*

- Writing in-depth proposals in the field of engineering and surveying.
- Writing and editing the internal newsletter via Constant Contact.
- Managing the company's social media.
- Writing copy for and updating the company website using WordPress.

**LEVENGER, Delray Beach, FL**

**4/2019 - 3/2020**

*Managing Editor*

- Writing and editing for the company website, catalogs and email newsletters. Writing creative copy for new products directed toward the select Levensger audience. Creating a new weekly email series called "Serious Answers for Curious Readers." Using the company's internal website design program to make frequent updates to the site.

**OFFICE DEPOT - CORPORATE HEADQUARTERS, Boca Raton, FL**

**7/2018 - 3/2019**

*Senior Creative Copywriter*

- Writing compelling copy for the website, editing training manuals and editing style guides.

**EAGLE ARTS ACADEMY, Wellington, FL**

**8/2017 - 6/2018**

***Middle School Instructor***

- Teaching English and Journalism classes.
- Creating lesson plans, designing projects, FSA testing and meeting with parents.

**OFFICE DEPOT - CORPORATE HEADQUARTERS, Boca Raton, FL**

**9/2016 - 8/2017**

***Copywriter, 4/17 - 8/17***

- Writing compelling advertising copy, including technical writing and creative copy writing.

***Instructional Designer, 6/16 - 4/17***

- Creating training manual and other teaching tools for retail associates on the Workforce Management System.
- Working with subject matter experts and IT to deliver the best possible learning platform.

**GFA INTERNATIONAL, INC., Delray Beach, FL**

**10/2015 - 4/2016**

***Marketing / Proposal Writer***

- Writing proposals for new engineering contracts, valued at \$500K to \$5 million.
- Working with subject matter experts to bring together all elements of the RFPs and RFQs.
- General marketing, website design and building a social media campaign for the company.

**OFFICE DEPOT - CORPORATE HEADQUARTERS, Delray Beach, FL**

**1999 - 2005**

***CPC Marketing Analyst, 11/03 - 6/05***

- Designing & executing marketing plans.
- Editing brochures, making flyers, collaborating with advertising teams on newspaper, magazine & in-store ads.
- Creating training programs, handing communications to over 900 retail stores.
- Editor of the CopyCat newsletter for Copy & Print Centers throughout the US and Canada.

***Instructional Designer, 9/02 - 11/03***

- Creating multimedia eLearning tutorials.
- Using Flash, Dreamweaver, Adobe Photoshop, Captivate and other programs to create animated, interactive learning modules.
- Writing a 150-page book on the subject of leadership skills for all Office Depot managers.
- Creating an online global orientation for all new hires at Office Depot and an online Business Services Division orientation

***Marketing Coordinator, 1/01 - 9/02***

- Creating B2B advertising collateral materials.
- Overseeing projects from start to finish, including brochures, catalogs, tradeshow booths and ads.
- Writing copy to drive sales with large, corporate, contract customers.
- Editor of the Business Services Division newsletter SalesLINK.

***Business Proposal Writer, 1/00 - 1/01***

- Working with National Account Managers to create elegant, customer-specific presentations to attract new business customers.
- Writing business proposals for national accounts, ranging from \$2 million - \$30 million dollars.
- Responding to RFPs and RFQs.

***Copywriter, 2/99 - 1/00***

- Writing compelling advertising copy, including technical writing and creative copy writing
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## **JOB TOOLS AND SOFTWARE**

WordPress, Constant Contact, Social Media (Facebook, LinkedIn, Instagram, Twitter), PowerPoint, Flash, Adobe Photoshop, MS Word, Excel, InDesign, MS Project, MS Publisher, Adobe Acrobat, Salesforce, Canva, Advanced Writing, Editing and Marketing Skills.

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## **EDUCATION AND TRAINING**

### **Master of Arts, English**

University of Rhode Island | Kingstown, RI |

### **Bachelor of Arts, English**

Principia College | Elmhurst, IL |

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## **REFERENCES**

Available upon request.

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## **HOBBIES/ INTERESTS**

Tennis, playwriting, gardening, piano/keyboards.