

Kristen Havens

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SUMMARY

Web content writer, editor, and nonfiction ghostwriter with 20+ years of experience creating communications for corporate clients, nonprofits, and thought leaders.

EDUCATION

Dartmouth College, B.A. in Anthropology, Cum Laude **June 1996**
Hanover, New Hampshire

- Presidential Scholar Research Assistant

WORK EXPERIENCE: WRITING AND PUBLISHING

Kristen Havens Writing & Editing **2005–present**
Freelance Writer and Editor, Los Angeles, California

Provide contract copywriting, ghostwriting, and editorial services for subject matter experts and corporate clients in the fields of business and marketing, technology, and health. Specialties: website and interactive content, content marketing, nonfiction books, and thought leadership materials.

Notable projects:

- Ghost-authored bestselling nonfiction book, 2012; topic: health/brain science.
- Wrote cancer recovery narratives for “Best Healthcare Site” award winner, 2015.
- Edited *Does Every Woman Have an Eating Disorder?* by Dr. S. Rosenfeld, 2014.
- Wrote 50+ pages of website copy for Special Olympics capital fundraising campaign, “Be A Fan,” 2008.
- Wrote and edited case studies, executive interviews, and portfolio copy for relaunch of global website for Ogilvy Public Relations, 2007.

563 Media **2005–2014**
Self-Employed Book Marketing Consultancy, Los Angeles, California

Consulted on the creation and execution of web-based marketing campaigns for Big Five and independently published authors. Directed website builds. Conceptualized and wrote launch strategies, marketing and advertising copy, and social media content. Clients (over 50 in total) included *The New York Times* bestseller Phil Town (Crown), sleep expert Dr. Michael Breus (Dutton), and former CNN anchor Donald Van de Mark.

Notable accomplishments:

- Trained authors and teams in technical skills and social media best practices.
- Hired and directed JavaScript developers in website and app development.
- Increased email subscriber list by 6,150% in six months (to 125,000 subscribers).
- Led e-book “free day” campaign, resulting in 30,000 downloads.
- Secured earned media placements alongside *The New York Times* bestsellers.

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Tallfellow Press 2000–2005

Marketing Manager and Assistant Editor, Los Angeles, California

Managed online marketing of new and backlist children's books, how-to Hollywood guides, and novelty/coffee table books.

Responsibilities:

- Developed and oversaw virtual book tours for publisher's top-selling authors.
- Read submissions and wrote coverage for over 2,000 books and proposals.
- Developed and proofed manuscripts and secured reprint rights and clearances.

Rock the Vote 2000–2001

Copywriter, Los Angeles, California

Wrote site and newsletter copy, interactive content, and a 50-state voter registration guide used in national outreach efforts.

WORK EXPERIENCE: FILM & TELEVISION

DaVinci Television Productions — *The Home Show* 1999–2000

Director and Camera Operator, Hartford, Connecticut

Directed and videotaped interviews and exteriors for weekly real estate TV show airing on cable access throughout New England.

Direct Response, Inc. 1997–1998

Producer and Editor, Tolland, Connecticut

Budgeted, cast, produced, and edited political spots, sports ads, and industrial and safety videos for clients including the University of Connecticut, the Norwich Navigators (minor league baseball), Mashantucket Pequot Tribal Nation, and Hornblower Cruises.

Responsibilities:

- Produced aerial and ship interior shoots in Europe.
- Directed voiceover sessions, film-to-tape transfer, telecine, and color correction.
- Hired and directed composers of original music for TV spots.
- Garnered awards: Telly, Aurora, and ITVA for public image spot.

Captured Time Productions, LLC 1996–1997

Post-Production Intern and Production Coordinator, Southbury, Connecticut

- Rough cut sequences for PBS and Connecticut Public Television historical documentary "The Roots of Roe" (dir. Andie Haas Hubbell).
- Coordinated interns and assisted on additional film projects in the pipeline.

Institute for Public Media Arts, The -ISM (n.) Project 1996

Post-Production Intern, Durham, North Carolina

- Selected from a twelve-university pool of candidates to work on diarist-driven diversity documentary for MTV.
- Logged footage and contributed to story development of final product, "My So-Called Community" (dir. Marco Williams).

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WORK & VOLUNTEER EXPERIENCE: TEACHING AND EDUCATION

Admissions Interviewer **1996–present**

Dartmouth College, Hanover, New Hampshire

- Interview undergraduates annually as an alumna volunteer.
- Served as a paid Senior Interviewer during senior year of college.

Tutor, Paid and Volunteer **2000–2006**

Metro Los Angeles, California

- ***Private Tutor***

Worked with fourth through ninth grade students, tutoring weekly in basic and remedial math, pre-algebra, algebra, geometry, study skills, ISEE prep, English, grammar, writing, history, social studies, and science.

- ***Classroom Tutor: Breed Street Elementary School Writer's Workshop***

Guided third-grade bilingual students through the five stages of brainstorming, composing, and revising personal essays. (*volunteer*)

- ***After School Program Instructor: Venice Arts***

Designed curricula for and taught after-school and summer classes in Visual Storytelling and Comic Book Writing, grades 3–12. (*volunteer*)

Private School Substitute Teacher **2003–2004**

Various schools, Los Angeles area

Taught English, math, algebra, earth science, and Spanish, grades K–12.

Writing Assistant and Peer Tutor **1994–1996**

Composition Center, Dartmouth College

- Critiqued first draft papers for multiple writing-intensive seminars.
- Worked in Center as peer tutor to undergraduates and master's candidates.
- Completed special training to work with ESL and learning disabled students.

SPEAKING EXPERIENCE

- “SEO for Beginners,” workshop with Temple of Success women’s marketing group, Hartford Family Institute, 2014.
- “Social Media 101,” presentation to the Los Angeles Chapter of the Association of Trainers and Developers, 2012.
- “SEO Tips,” talk given to the Los Angeles Editors and Writers Group, 2011.
- “Tips & Tools to Create an Online Presence That Works for You,” panel discussion before the Publishers Association of Los Angeles, 2010.