

KRISTA PERYER

Springfield, MO | (417) 619-9234 | kristaperyer@gmail.com

PROFESSIONAL SUMMARY

Innovative and strategic professional specializing in strategic communications, media relations, and diversity, equity, and inclusion.

SKILLS

Emerging Technologies | Media Relations | Strategic Communications | Messaging Alignment | Content Development | Brand Management

EXPERIENCE

Freelance Digital Marketing Consultant 03/2013 - Present Springfield, MO

- Spearheading SEO, web design, social media marketing, graphic design, branding, and copywriting projects for various clients, significantly improving their online visibility and engagement.
- Designing and implementing comprehensive digital marketing strategies, increasing client traffic and conversion rates by over 70%.
- Developing engaging content for blogs and social media, establishing thought leadership and enhancing brand awareness.
- Lead website redesign projects, improving user experience and accessibility, resulting in a 60% increase in time spent on site.

Director 10/2015 – 02/2023 The Geek Foundation Springfield, MO

A woman-led nonprofit tech bootcamp offering tuition-free accelerated education focused on improving diversity, equity, and inclusion for careers in the tech industry.

- Spearheaded the execution of The Geek Foundation's comprehensive communications strategy, aligning with organizational goals and closely tracking key performance indicators to measure impact and outreach effectiveness.
- Led all press, public relations, and media relations efforts, successfully securing high-impact press coverage for the organization, contributing to a significant increase in visibility and support.
- Coordinated preparation for external engagements, including media interviews and speaking opportunities, by creating detailed briefing documents and ensuring messages were up-to-date and aligned with organizational objectives.
- Developed core messaging and routinely crafted a wide array of materials and content, such as press releases, talking points, speeches, and reports, incorporating research and maintaining adherence to the organization's internal brand and style guide.
- Managed quality control for all externally-facing documents, including maintenance of press and photo archives, ensuring consistency and professionalism in all communications.
- Collaborated across digital, social, and all external channels to ensure messaging alignment, enhancing the organization's coherence across platforms.
- Played a pivotal role in supporting The Geek Foundation-owned events, from content development to press coverage and on-site production, and represented the organization at conferences, providing real-time support and delivering impactful speeches.

Community Manager & Contributing Writer 06/2014 – 04/2019 Maker Media Sebastopol, CA (Remote)

A global platform with a mission of connecting DIY technology makers to products, services, and each other. Maker Media is the publisher of Make Magazine and the producer of Maker Faire, a showcase of invention and creativity that gathers tech enthusiasts, crafters, and educators worldwide.

- Engaged actively with online maker communities, promptly addressing inquiries and resolving issues resulting in high customer satisfaction
- Contributed compelling print and web articles for Make Magazine, reaching 170,000+ subscribers
- Conceived and orchestrated innovative social media and marketing campaigns, strategically growing membership numbers and bolstering brand prominence
- Effectively attracted a significant customer base for premium subscription plans, including membership programs and the quarterly magazine
- Implemented and refined customer service policies and protocols, resulting in heightened customer retention rates and fortified brand loyalty

VOLUNTEER

Program Development 08/2023 - Present Watershed Committee of the Ozarks Springfield, MO

The Watershed Committee of the Ozarks is a non-profit organization with the mission to sustain and improve the water resources of Springfield and Greene County through education and effective Management of the region's watersheds.

- Volunteering technical expertise to lead innovative, environmentally-conscious tech initiatives
- Implementing microcontroller technology for real-time water quality monitoring
- Initiating and managing an underwater robotics program to engage children in restoring local lakes and rivers
- Orchestrating a smart home technology program for the public