

Kristen Jeffers

Washington, DC
336-317-3054
kjeffers2@gmail.com

KEY SKILLS

Creativity
Strategic Thinking
Synthesizing Information
Servant Leadership
Visionary Thinking
Cultural analysis and
Criticism

TECHNICAL SKILLS

CMS, EMAIL MARKETING AND SOCIAL MEDIA SITE MANAGEMENT

Eloqua, InfusionSoft, Hootsuite,
TweetDeck, WordPress,
Joomla, Drupal, Movable Type,
iContact, AWeber, Google Ads
OpenAtrium, MailChimp,
NetCommunity, Github, Trello.
Canva, Sketch, Procreate

SOCIAL MEDIA FRONT-END SITES

Facebook, Twitter, Pinterest, Google+,
LinkedIn, Meetup, Flickr, Foursquare,
Tumblr, Pinterest, Snapchat, Tiktok,
Threads

RESEARCH/DATABASE/ANALYTICS SOFTWARE

SPSS, Survey Monkey, Cision Media
Source, Google Analytics, Facebook
Insights, Twitter Counter, ACGI,
BurrellsLuce, The Raisers Edge,
Salesforce, OpenGIS, R, ArcGIS

BLOGGER/WRITER

Discussing current issues online and
delivering media campaigns and
marketing communications to
support organizational goals; Tracking
and analyzing Google Analytics and
making content decisions based on
results.

OFFICE SOFTWARE:

Microsoft Office, Adobe Creative
Suite, Apple iWork

Kristen Jeffers (she/they) is the creator and managing editor of The Black Urbanist and Kristpattern multimedia platforms, which strive to bring a Black queer feminist dynamically disabled perspective to the greater urbanist sphere through a newsletter, workbook and podcast on Defying Gentrification, and managing urbanist fiber craft events. She's held a variety of communication and public affairs positions over the last decade and a half and is one of Planetizen's 2023 100 Most Influential Contemporary Urbanists. Most recently, they were the contributing editor for Greater Greater Washington and have been featured in the New York Times, Washington Post, Streetsblog the Commercial Appeal, and on NPR affiliates, WAMU, WUNC and KCUR, along with bylines in House Beautiful, Sierra Magazine, Streetsblog, Next City, and Grist.

PROFESSIONAL EXPERIENCE

Founder and Director

Kristen Jeffers Media

2010-Present

Created and manage websites, email newsletters and social media pages that service those interested and working in urban planning, good governance, and the environment.

- Written and syndicated feature articles and op-eds in a number of state, local, and national trade publications and appeared as a subject matter expert on local and national TV and radio news programs.
- Developed branding and imaging for podcast, website, and print materials.
- Increase page views and open rates for websites and email newsletters.
- Facilitated community stakeholder engagement meetings and groups in Chattanooga, TN and Birmingham, AL.
- Created content guide and presented live workshop for social media for community designers.
- Expanded existing graphic design motif and built 2019 and 2023 WalkUP Wake-Up Call and Foot Traffic Ahead report documents for George Washington University's Center for Real Estate and Urban Analysis
- Keynote speaker for a number of government, nonprofit and civic events across the United States and Canada.
- Member of selection committees for 2016 APA Great Places in America and 2016 KaBOOM! Play Everywhere Challenge.

Marketing Assistant

Creative Circle

2017

Assisted with Sharepoint website editing; project management via Workfront; email content creation, HTML coding, and scheduling via Eloqua; and generating social media ad and organic post copy and identifying key Google Adwords for event advertisements for retail and investment bankers.

- Increased conference and trainings department project completion and efficiency.

Communications and Membership Manager

BikeWalkKC

2015-2016

Maintained all social media accounts; relationships with press and media outlets; and coordinated media, marketing, and fundraising

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EDUCATION

Bachelor of Arts
Communication-
Public Relations
North Carolina State University

Master of Public Affairs
Concentration in Community
and Economic Development
University of North Carolina
Greensboro

campaigns.

- Increased organic and paid engagement on Facebook and Twitter.
- Increased frequency and opens on email newsletter.
- Appeared on behalf of the organization on local NPR affiliate three times and local NBC affiliate resulting in increased awareness around bike and pedestrian safety.
- Launched and completed two online bike-share ridership contests, resulting in sustained higher ridership.
- Recruited, hired, and managed graphic design vendor.
- Served on local parking and transportation committee on behalf of both the organization and my neighborhood, on which I reviewed, revised, and voted on ordinances and decrees, as well as heard and incorporated public testimony.

Public Affairs Officer North Carolina Humanities Council 2012-2013

Responsible for all general public relations needs; revising and teaching publicity and marketing guidelines for grant recipients; communications and advocacy to elected officials; producing a biannual magazine; and maintaining the organization's website.

- Assisted with building an agency intranet via our Drupal-powered website which improved staff and board communications.
- Stayed within budget and kept annual awards event on schedule.
- Revamped how certain fliers for agency programs were created, saving money on production costs.

Marketing and Communication Assistant Guilford Child Development 2011-2012

Assisted communications coordinator with developing marketing and communication plans and strategies across five unique early childhood and caretaker development services and departments.

- Developed and managed online fundraising and advertising campaigns using Causes, Network for Good and Google Adwords.
- Developed and managed opportunities for in-house early childhood experts and staffers to provide commentary on local news shows, local newspapers and on social media outlets.
- Monitored social media and e-mail marketing metrics, increasing engagement and reach on Facebook and Twitter.
- Updated and maintained Joomla-based website.

Office Administrator / Technical Campaign Coach Right Management via Graham Personnel Services 2009-2010

Responsible for taking 15-20 customer service calls in a timely and polite manner, and assisting with external document preparation and shipping.

- Developed and taught policy and procedures for technology coaches, plus tracked progress metrics such as minutes per call.
- Counseled disgruntled and under-informed customers on using Microsoft Live Meeting and utilizing Right Management career services, which enhanced both their careers and our perception as a quality outplacement service.