Kristen Martz

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EXPERIENCE

Kin Insurance   **Sep. 2021 – Present**
Lead Copywriter   *Remote*
- Craft compelling copy across print and digital platforms, including email, social media, direct mail, ads, marketing website, internal comms, and customer funnels
    - Email messaging efforts led to several statistically significant test results, including a 33% decrease in unsubscribe rate and 67% increase in CTR QoQ
    - Led copy strategy in landing page split tests, resulting in 20% increase in conversion rate
- Own the development, documentation, and execution of brand voice guidelines
- Manage 100+ brand projects each quarter across creative team
- Review and edit writing of XF partners to ensure brand compliance and conversion best practices
- Collaborate with insurance, legal, product, research, and design teams

Balsam Brands   **Apr. 2015 – Sep. 2021**
Brand Copywriter | Feb. 2019 – Sep. 2021   *Remote*
- Created brand-appropriate, user-friendly, and customer-centric copy across print and digital platforms
- Led naming process and edited product descriptions for 300+ SKUs each year
- Led copy strategy for 10 seasonal catalogs (US & UK) each year
- Participated in branding campaign conception, strategy, and output

Copy Editor | Apr. 2015 – Feb. 2019
- Wrote, edited, and scheduled copy across print and digital channels
- Managed work of a remote content team

The Hard Times   **Dec. 2014 – Dec. 2015**
Copy Editor   *San Francisco, CA*
- Followed AP style to make major and minor edits to satire stories before publishing

Liquid Bread Magazine   **Nov. 2014 – Dec. 2015**
Content Editor   *San Francisco, CA*
- Thoroughly edited staff stories before publishing, covered beer events and news

EDUCATION

Michigan State University   **May 2021**
MA, Strategic Communication

San Francisco State University   **Dec. 2014**
BA, Print & Online Journalism

CERTIFICATIONS & SKILLS

- **Certifications:** UX Writing Hub – UX Writing Boot Camp
- **Skills:** UX writing, branding, digital marketing, creative strategy, proofreading, customer-centric copy, AP & Chicago Style, InCopy, Trello, Jira, Asana, basic HTML & SEO