

Kristina Drake

Story Wizard & Word Nerd







ABOUT

As an outstanding writer and editor, my goal is to make good stories even better. I'm keenly interested in creative facilitation for leading innovation and culture change.

I bring a balance of creative and logical thinking along with the courage to learn, explore and collaborate. My skill set bridges stories and software, language and experience.

Contact

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EDUCATION

- 2020**
McGill ● Graduate Certificate — Leadership
- 2006**
Concordia ● Bachelor of Arts — English & Creative Writing
with Minor in Professional Writing

CURRENT EMPLOYMENT

- 2019 - Now**
Maya HTT ● **Technical & Marketing Writer**
Deliver content strategy & editorial calendar for rapidly growing engineering simulation software provider:
 - Manage production of all corporate marketing collateral
 - Develop brand's tone, style and voice
 - Establish and implement processes and guidelines
 - Communicate effectively to internal and external audiences**Content creation:**
 - Interview SMEs, product teams and clients to get to the heart of the story
 - Write engaging success stories, blog posts, white papers, web pages, video scripts, PPTs, social media posts, emails
 - Oversee design, translation and distribution of marketing collateral
 - Collaborate on internal and external cross-functional teams (sales, HR, product, partners, agencies) to plan and execute campaigns

Key Achievements

- Executed the complete review, revision and redesign of all corporate marketing content assets
- Quickly developed productive and highly collaborative relationships with internal and external teams
- Established content development and production processes and workflows where previously there were none

PAST EMPLOYMENT

2017- 2019

QuickSeries
Publishing

Senior Editor, Software

- Created engaging and accurate content for software UI and documentation, B2B marketing, internal communications, product demos and training sessions
- Product owner for new projects and software products and represented the needs of clients and users
- Developed and improved workflows and processes
- Engaged with creativity and curiosity in innovation and change initiatives

Key Achievements

- Played a key role in defining the company's first SaaS offer
- Established UI/UX copy style
- Built collaboration between software and sales teams
- Structured content architecture for automatic quote generation

2011- 2017

QuickSeries
Publishing

Managing Editor

- Oversaw development of print products from concept to production hand-off
- Researched, structured, wrote and edited books
- Provided design instruction to ensure the realization of the creative vision
- Provided constructive copy editing for other editors

Key Achievements

- Became the go-to editor for complex and sensitive projects requiring an analytical mind and just the right tone
- Valued for my organizational and copy editing skills, my calm manner and my keen eye for detail

2005- 2011

Concordia
University

Editor & Publication Designer

- Wrote, designed, edited and coordinated the production of more than 10 annual bilingual publications each year
- Verified accuracy of English to French translations

Key Achievements

- Redesigned the admission guides to reduce mailing costs
- Recognized for my collaborative spirit

Knowledge & Skills

- ✍ Exceptional writing & editing skills
- 🗨 Expert-level English
Fluent French
Learning Hungarian
- 📄 Publication design
Typography principles
UI/UX principles
Creative process
- 💻 Adobe InDesign
MS Office suite
Google products
Social media
JIRA & Confluence
Content Management Systems

Qualities & Interests

- Passionate about creativity, clear communication & the intersection of change and innovation
- Critical & creative thinker with a strong work ethic
- Adept at seeing both the forest & the trees
- Engaged, organized & adaptable
- Skilled at finding patterns & creating order out of chaos

Conferences

- 2017-2019 Mindcamp
- 2016 Editors Association of Canada

Freelance & Volunteer

Writing, editing, translation & layout

- Le Nichoir
- École FACE School
- Wayside Inspection Devices (WID)
- Petit Brulé
- Enviroscience
- *Convivium* Magazine
- Willow Creek Company
- Canadian Council for the Advancement of Education (CCAÉ)