

KRISTIN STAWARZ

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PROFESSIONAL SUMMARY

I am an award-winning communications expert and former live television news reporter with extensive experience in nonprofit communication, marketing, public relations, and content creation. I am a conceptual self-starter with razor-sharp copyediting, proofreading, and video-editing skills developed over a more than 15-year career. I am energized and proud to bring my collaborative, service-centered work ethic to a passionate team where I hope to make my mark, learn, and grow.

SKILLS AND CERTIFICATION

Mental Health First Aid Certification (complete on 10/3/2024)

Via National Council for Mental Wellbeing

- Social Media Writing
- Website Writing
- Headline Writing
- Hitting Deadlines
- Marketing Copywriting
- Content Development
- Pitching Media
- Collaboration
- Video Editing | Final Cut Pro
- Press Release Writing
- Email Writing
- Customer Experience
- Brand Strategy
- Copyediting
- Project Management
- Public Relations
- Television / Print Journalism
- Social Advocacy
- Brochure Writing
- Strong Presentation Skills
- Google Workspace
- Scriptwriting
- Broadcasting
- Communications
- Canva

EXPERIENCE

Marketing Copywriter Contractor

April 2024 - July 2024

The ZAP Group Marketing Agency | Scotch Plains, NJ

- Imagine and cultivate brand tone for a diverse set of clients
- Develop brand strategy
- Write copy adhering to brand tone
- Write social media captions
- Compose press releases
- Craft blogs, press releases, brochures, and pamphlets
- Manage multiple, diverse clients
- Help mold client image and messaging for targeted audiences

Public Relations Contractor

January 2024 - April 2024

Pantelides PR & Consulting | Palm Beach Gardens, FL

- Work collaboratively with clients and as part of a larger team daily.
- Brand and re-brand products and people
- Strategic Plan Management
- Compose press releases
- Pitch stories to new and existing media contacts
- Grow media contact Rolodex
- Coordinate and staff media opportunities
- Help grow media presence for clients
- Help mold client image and messaging for targeted audiences

Business Owner, Interior Designer and Decorator

January 2016 - January 2023

KLS Living, Interior Design and Decorating

- Work collaboratively with clients and as part of a larger PR team daily.
- Project management and procuring skilled contractors specific to each job site
- Sourcing of materials
- Attention to detail
- Conceptualization, visualization, and sketch design plans including board creation using Canva and Morpholio
- Budget management
- Setting timelines and expectations

Producer/Reporter, Communications

November 2009 - April 2013

Humane Society of the United States | Washington, DC

- Social Media management.
- Produce, write, narrate, and edit videos for web and social media platforms
- Advocacy writing
- Daily interdepartmental collaboration
- Write to highlight efforts of global team
- Interview government officials, celebrities, sports figures, and more
- Plan video shoots in studio and remotely by managing production through all stages to completion
- Wrote internal pieces and news stories for online publication, coordinating images and layout to ensure proper presentation
- Counsel video-editing crew on material used for video, handling voice-overs following editing phase, and edited using Final Cut Pro
- Arrange and conducted interviews with individuals knowledgeable about each story's subject matter

Television News Reporter

November 2005 - November 2009

First Coast News NBC / ABC | Jacksonville, FL

- Oversee all phases of video production and communications from pre- to post-production.
- Pitch relevant and timely news stories
- Plan, schedule, write and deliver the news live daily
- Determine shots used in video and locations for shoots
- Manage teams of photographers and editors, collaborating with producers
- Live reporting for national news networks and in multiple markets across the country
- Crisis management and plan-pivoting daily
- Work under tight deadlines
- Cultivate and maintain relationships with the community
- Perform research and rigorous fact-checking to maintain high standard of journalistic integrity
- Wrote pieces and news stories for online publication, coordinating images and layout to ensure proper presentation
- Evaluate and followed news leads and tips to develop stories
- Write, edit and produce stories for multiple platforms.

Television News Reporter

October 2003 - November 2005

CNN affiliate News 10 | Syracuse, NY

- Gather information and multi-task to meet deadline for multiple stories daily
- Shoot video and edit using non-linear editing software
- Write, voice, and edit stories, reporting on them live
- Work quickly and efficiently to accurately report breaking news stories
- Source and pitch exciting and fresh story ideas daily, through cultivated sources
- Follow through on beat sources, contacts and leads to gather information for stories
- Apply understanding of public opinion, social media and traditional media use to create engaging and attention-grabbing stories
- Write, edit and produce stories for multiple platforms.

VOLUNTEER ROLES

Grassroots Phone-banking

July 2017 - Current

Action Together New Jersey | Scotch Plains, New Jersey

Grassroots nonprofit dedicated to getting out the vote where I worked phone banking starting in 2017.

Teen Mentor

February 2006 - March 2007

Children's Home Society, FL Dept. of Children & Families | Jacksonville, FL

Mentor teen girls who are single mothers and model positive parenting. Coach on preparing for jobs and for working on personal relationships.

Board Member

June 2008 - April 2014

RescueGroups.org | Jacksonville, FL

RescueGroups.org is an organization that works with animal rescue groups to help them create

Community Outreach

March 2005 - August 2008

Jacksonville Animal Care & Protective Services | Jacksonville, FL

websites at a low cost. I helped in the decision-making process, as well as note taking.

Helped ideate and organize community outreach efforts and adoption events. Care for dogs and cats and work with other volunteers and staff to come up with ideas to improve the shelter and promote adoption. I also helped identify companion animals that were suitable for the individual family in order to reduce the rate of adoption returns.

Adoptions Facilitator

February 2010 - September 2012

Shih Tzu and Furbaby Rescue | Gaithersburg, MD

Coordinate and care for dogs rescued from puppy mills from around the country during transport to foster or adoptive homes.

AWARDS & RECOGNITION

- Telly Award Recipient, Humane Society of the United States, 2012
- Feature on Volunteer Work, Jacksonville Magazine, 2008

EDUCATION

BA in Journalism/Mass Communications

May 2002

St. Bonaventure University, St. Bonaventure, NY