

# Kristi Lanier

www.kristilaniem.com

18 Holly Hill Drive  
Mercer Island, WA 98040  
206.854.2648  
[lanierkj@yahoo.com](mailto:lanierkj@yahoo.com)

---

## Career Profile

Well-rounded communications professional with extensive experience in writing, editing, training, and project management. Career spans journalism, academic, corporate, and nonprofit sectors and is characterized by satisfied clients, repeat business, and a portfolio of published work. Reputation for versatility, initiative, organization, leadership, and attention to detail. Excel in deadline-driven, multitask environments.

## Key Skills

Understanding and distilling complex topics • Accurately assessing audiences and translating concepts accordingly • Managing varied projects and changing priorities • Adapting easily to diverse personalities and communication styles • Keen information gathering and analysis skills • Creative problem solving

## Professional Experience

Freelance Writer/Communications Consultant, Boston—Shanghai—Seattle, (2003–present)

Manage diverse projects and competing demands of freelance writing, editing, and communications services business. Clients include the National Wildlife Federation (NWF), Grey Worldwide Advertising, McGraw-Hill, *The Christian Science Monitor*, and Small World Publications.

### Selected Accomplishments

- Research and write communications deliverables for print and web including news and feature articles, presentations, reports, marketing collateral, and educational materials. Relied on by clients for ability to quickly assimilate new topics, understand the goal, and effectively communicate complex ideas.
- Demonstrated skill in interviewing and field research. Successes include securing interview with reclusive Taiwanese hotelier including garnering subject's approval for publication of finished piece.
- Conceptualized targeted marketing effort for NWF program; wrote all marketing pieces including advertisements for web, print and radio, appeal letters, and email communications.
- Researched and wrote detailed funder report for nonprofit client; secured continued funding from donor.
- Advised editorial team of successful startup magazine *Shanghai International Family*. Consulting work resulted in appointment as lead editor. Continue to guide content, shape stories, train freelancers, and edit submissions remotely using Internet tools. Publication is in its third year and continues to grow.
- Devised plan and wrote letters for business owner in response to sensitive customer issues. Letters resulted in 100% customer retention.

Writing Instructor, Shanghai—Seattle, (2004–present)

Research and design individualized extracurricular writing and literature analysis classes for international high school students living in Shanghai.

### Selected Accomplishments

- Guide students in critical thinking skills and essay construction resulting in improved grades, increased confidence, and successful completion of International Baccalaureate (IB) diplomas and Advanced Placement (AP) classes.
- Continue to conduct classes online after return to U.S. at the request of multiple clients.

Communications Associate, Writings of Mary Baker Eddy, Boston, (June 1999–Feb. 2001, June 2001–Sept. 2002)

Recruited from *The Christian Science Monitor* to join publisher's public affairs department. Authored internal and external communications for Board of Directors including correspondence, reports, presentations, press releases, and speeches.

#### Selected Accomplishments

- Wrote briefs for and collaborated with team coaching Board Chairman for Larry King Live appearance.
- Developed promotional content for new \$50 million library.
- Managed development of history curriculum packet on 19<sup>th</sup>-century female leader; collaborated with educational consultant on design, wrote content independently.
- Wrote and co-presented monthly news update to 400+-employee meetings.
- Produced semi-monthly news magazine for internal distribution; selected thematic stories from academic and popular media and wrote summaries of 20-30 articles per issue.

Teaching Assistant, Principia College, Illinois, (March 1999–June 1999)

- Planned and co-taught history courses. Critiqued research papers weekly; worked with students individually to analyze and refine their work.
- Initiated tutoring session focused on developing writing skills and research methods.
- Developed and led popular weekly current events seminar.

Junior Staff Writer/Editor, *The Christian Science Monitor*, Boston, (Sept. 1997–March 1999)

Selected for competitive internship program with Pulitzer Prize-winning daily newspaper; promoted to staff writer/editor within six months.

#### Selected Accomplishments

- Generated, researched, and reported stories on education, arts, travel, sports, and books. Researched and wrote weekly education news brief page.
- Edited copy on deadline for education, arts and leisure, op-ed, home forum, and national news sections; selected and edited daily letters to the editor.
- Article on "teenspeak" picked up by Wisconsin Public Radio; interviewed on-air live.
- Initiated new system for managing internship program; led intern team.

## Publications

8 Days • AmChat • Asia & Away/Voyage • China Welcomes You (book) • Christian Science Monitor • City Weekend • Discover America • English First magazine • Englishtown.com • Metrozine • Offyonder.com • Oriental Express • Shanghai International Family • Shanghai Shopping & Culture Highlights (book) • Shanghai Talk • That's Shanghai

## Education

Salt Institute for Documentary Studies, graduate semester in documentary writing and radio, 2001

Principia College, B.A, History and World Perspectives, Double Major, 1996

- Student Body President (1995–1996)  
Elected president of campus student government board by peers. Awarded "Outstanding Leadership" honor by college administration.
- China Abroad (Spring 1996)  
Selected for travel-study program to Beijing, Tibet, and Xinjiang. Studied at Beijing Polytechnic University.

Internship, McKnight & Co. Public Relations, 1995