

# Kiersten Peñaloza-Resch

## Education

**Emerson College** | Cambridge, MA | Sept. '20- May '23

Master of Arts in Publishing and Writing

Courses completed include Book Editing, Book Design & Production, Digital Publishing Overview, and Book Publishing Overview. Noteworthy courses listed below:

**Backlist Publishing** | Jan.-May '23

- Created publicity plans for backlist books with the goal of enhancing revenue
- Redesigned covers and created additional content for front list books

**Book Publicity** | Aug.-Dec. '22

- Crafted publicity materials such as galley letter and publicity plan
- Interviewed industry professionals about their work and the role of podcasts in book promotion

**Book Marketing & Sales** | May-Aug. '21

- Connected current events to recently published books
- Researched Ingrims and Edelweiss for group presentations

**Magazine Design & Production** | Sept.-Dec. '21

- Created layouts, design, & concept for 50-page magazine
- Participated in and lead workshop discussions

**Copyediting** | Sept.-Dec. '20

- Copyedited and proofed hard copy & electronic articles
- Gained knowledge in AP & Chicago Manual of Style

**Roger Williams University** | Bristol, RI | Jan. '16-May '19

Magna Cum Laude Recipient of  
Bachelor of Fine Arts in Creative Writing  
Bachelor of Arts in Dance Performance  
Minor in Arts Management

## Experience

**Contract Marketing Producer** | *MIT Sloan Management Review* | Boston, MA | Jan. '21-Present

- Write dynamic copy, cultivate creatives and templates for weekly newsletters and email campaigns
- Collaborate with team to redesign creative templates

**Administrative & Communications Associate** |

*Grow Smart RI* | Providence, RI | Mar. '22-July '23

- Create marketing materials for meetings, events, and social media
- Optimize WordPress website
- Complete administrative tasks in office

**Special Events Manager** | *Blithewold Mansion and*

*Blackstone Caterers* | Bristol, RI | Mar. '21-Mar. '22

- Take inventory, organize contracts, create graphics
- Organize & adhere to event schedule & vendor communication

**Communications Associate** | *The Dance Complex* |

Cambridge, MA | Aug. '18-March '20

- Generate custom content for and update WordPress website
- Write compelling press releases
- Create dynamic graphics and fliers using InDesign

## Key Skills

- Team Management
- Editing & Proofing
- Copyediting
- Wix
- Instagram
- Facebook
- Adobe Suite
- Microsoft Suite
- Submittable
- WordPress
- Twitter [X]
- LinkedIn