

Kristi Oloffson

koloffso@gmail.com | 1 Kelson Court #2B Oakland, CA 94611 | kristioloffson.com | 815.370.4154

EXPERIENCE

Primer AI

San Francisco, California

Senior Content Strategist | September 2021- Present

- Creative direct assets across all digital channels, including paid and organic social, PPC ads, video, website, events, blog posts, and sales enablement content
- Lead designers and writers on written and visual excellence

YouTube

San Bruno, California

Marketing Manager | December 2020- September 2021

- Serve as program and project manager for racial justice initiatives on brand team
- Work cross-functionally with creative, social, PR, and media teams to deliver assets
- Develop and implement creative strategy across brand marketing campaigns

Google

San Francisco, California

Content Writer & Strategist | June 2020- December 2020

- Develop content strategy for education curriculum for UX Design Certificate
- Write video scripts and related content for Google's certificate program in UX design

Content Strategist/ Data Storyteller | September 2019-March 2020

- Developed content using Google Search Data, finding stories through data insights
- Produced Google's Black History Month "Most Searched" campaign by curating data and copywriting compelling insights for About.Google story

Dow Jones Media

New York, New York

Video Production Manager | October 2016-June 2019

- Developed financial video content to produce programs across daily news websites MarketWatch and Barron's; \$600k video sponsorship series renewed for second season

Mercy Ships

Tamatave, Madagascar

Videographer | June 2015-June 2016

- Developed content strategy for print and digital campaigns for charity hospital ship
- Filmed and edited videos for NGO with \$110m in annual donations

The Wall Street Journal

New York, New York

Audience Engagement Editor | August 2016-October 2016

- Developed daily content strategy & messaging for WSJ's 15m social media audiences

Online and Mobile Editor | August 2010-June 2015

- Curated WSJ.com homepage visually and editorially, including breaking news and live

TIME magazine

New York, N.Y.

Producer and Reporter | June 2009-June 2010

- Homepage producer, reporter and writer for world's largest weekly newsmagazine

SKILLS


- Digital analytics: Omniture, SocialFlow, Parse.ly, Chartbeat, Google Analytics
- UX strategy, copywriting, social media management
- Video editing: Adobe Creative Suite: Premiere, After Effects, Photoshop
- Videography: Sony FS5 and FS7; Canon C100 series cameras; Nikon cameras
- Project management: Notion, Asana, Monday, JIRA, Confluence, Wordpress
- Mailchimp, G Suite, Microsoft Excel, Microsoft Office, Salesforce, Basic HTML
- Data analysis and interpretation of raw data using Excel and internal tools

EDUCATION

Bachelor of Arts, Journalism, 2009 Indiana University — Bloomington

SOCIAL MEDIA

 @kristioloffson

 @kristi_o

VOLUNTEER

Metropolitan Correctional Center; 2018-2019

- Developed curriculum for a GED math tutoring program, graduating 80% of students

Memorial Sloan Kettering Hospital; 2016-2017

- Worked on the pediatric inpatient unit, developing activities for pediatric oncology patients staying long term in the hospital