

Kristen Jeffers

Baltimore/Washington-
Metro Area

Portfolio

<http://bit.ly/kristenejeffers>

Blog

www.theblackurbanist.com

Podcast

www.thirdwaveurbanism.com

336-317-3054

kjeffers2@gmail.com

[@blackurbanist](https://twitter.com/blackurbanist)

github.com/kjeffers2

[linkedin.com/kristenejeffers](https://www.linkedin.com/in/kristenejeffers)

Technical Skills

CMS, EMAIL MARKETING AND SOCIAL MEDIA SITE MANAGEMENT:

Eloqua, InfusionSoft, Hootsuite, WordPress, Joomla, Drupal, MailChimp, Github, Trello.

RESEARCH/DATABASE/ANALYTICS SOFTWARE:

SPSS, Survey Monkey, Cision Media Source, Vocus, Google Analytics, Google Adwords, Facebook Insights, BurrellsLuce, The Raisers Edge, Salesforce, OpenGIS

LANGUAGES:

HTML5, CSS3

Education

B.A. Communication
North Carolina State University,
2007

Master of Public Affairs
Concentration in Community and
Economic Development
University of North Carolina
Greensboro, 2012

Codecademy

Full Stack Path- In Progress

Aquent Gymnasium

Writing for Web and Mobile

November 2016

Public engagement and media specialist with over 10 years of experience encompassing advocacy, agency, association, academic department, academic institute and independent consulting firms.

Transportation and Urban Planning Projects

- Managed all aspects of communication and marketing for **BikeWalkKC**, a Kansas City, MO based bicycle and pedestrian advocacy group and bikeshare operator, including negotiating advertising with daily and alt-weekly newspapers, managing advertising on bikeshare kiosks, helping develop safety documents, planning, managing and analyzing social media accounts, drafting a monthly news email from CiviCRM and updating and maintaining the Wordpress-driven website.
- Facilitated public engagement meetings and surveys for community improvement projects in **Birmingham, AL** and **Chattanooga, TN**. Been a short-list candidate for project in **Detroit, MI**.
- Presented keynote addresses on community development and planning at the **American Planning Association Virginia Chapter Annual Meeting**, **Congress for New Urbanism** and **CityWorksXpo**. Have also served on panels and facilitated workshops at several other urban planning and development industry conferences and special events.
- Monitored media and created media reports for real estate clients of **Fleischman-Hillard Raleigh**.

Other Technical and Media Projects

- Developed and teach public speaking and presentation design course for for STEM students and professionals, **Plan to Speak**.
- Developed email newsletter, **The Black Urbanist Weekly**, via Mailchimp. Email averages open rates of 24% over the course of the past calendar year.
- Co-created and co-host a podcast, **Third Wave Urbanism**, consult on audio editing, feed creation, marketing strategy and outreach.
- Serve on the board of Young Professionals in Transportation Baltimore, the planning committee for the inaugural TransportationCamp Baltimore, the editorial board of the news and commentary website Greater Greater Washington and the Baltimore Complete Streets Equity Workgroup.
- Published articles and op/eds in **CityLab**, **Next City**, **Grist**, [Greensboro] **News & Record**, **YES! Weekly**, **Triad City Beat**, **Trains Magazine** and appeared on KCUR's **Central Standard**.
- Served as managing editor for two issues of **North Carolina Conversations**, the magazine of the **North Carolina Humanities Council**, along with being the primary editor and webmaster of their Drupal powered homepage and implementing their first Drupal powered intranet site.
- Developed and administered an initial Facebook and Twitter 90-day plan for **Guilford Child Development**, an early childhood development agency serving a three-county area in Central North Carolina. Also assisted with editing brochures created in Adobe Illustrator.
- Led team of Technical Career Coaches for **Right Management**, taking on 30+ technical support calls daily, compiling monthly call metrics and setting and achieving call service goals.

Organizations & Affiliations

American Planning Association

Online News Association

Women Who Code DC

Creative Mornings (KC and DC)

Wordcamp/Wordpress DC

Young Professionals in Transportation