

KRISTIANA RODRIGUEZ

www.kristianarodriguez.com

WRITER

Copywriter, editor, and business writer

Excellent communicator, adaptive writer, and editor. Passionate about assuming ownership, prioritizing projects, and meeting deadlines without compromising quality. Quick learner and active collaborator.

TECHNICAL SKILLS

G Suite (Docs, Sheets, and Slides), Airtable, Medium, Canva, Microsoft Office (Excel, Word, PowerPoint, Outlook), Dynamics 365 CRM, Adobe Acrobat, Process Street (business process management)

PROFESSIONAL EXPERIENCE

LISTREPORTS, Orange, CA

Aug 2022 - present

Writer & Content Strategist

- Monthly content planning and copywriting for daily social media posts in Airtable, utilized by 400k real estate agents nationwide.
- Pitch, research, and write evergreen and timely blog posts, interviews, and handouts for publication on Medium.
- Work independently while collaborating with the Creative Services Project Director.

CHARLES SCHWAB, Remote

Jun - Dec 2021

On assignment through Aquent

Business Writer

- Edited and rewrote 40 policies and procedures into 16 documents.
- Targeted language to the intended audience. Matched tone of the organization without losing compliance and regulatory standards.
- Communicated progress to supervisors suggesting changes for a team of writers to incorporate.

LISTREPORTS, Orange, CA

Apr 2020 to May 2021

Copywriter

- Wrote clear, concise, and engaging image copy and captions for daily social media posts utilized by 250k real estate agents and 9k loan officers nationwide.
- Abridged complex content tailoring image copy and captions toward audiences and brand guidelines.

CDF CAPITAL, Irvine, CA

Dec 2008 to Jul 2019

CDF Capital offers Church Extension Fund Securities regulated through North American Securities Administration Association Inc.

Business Writer

- Proofread and edited letter of intent templates for grammar, accuracy, and consistency. Recommended copy edits based on industry knowledge.

- Monitored customer communication templates in Microsoft Dynamics CRM, and incorporated any updates needed to ensure continued compliance.
- Authored 10+ process documents through Process Street (BPM software) across two departments to contribute to a centralized repository for the company's internal processes.
- Reviewed title commitments, drafted and edited documents to clear title requirements under tight deadlines.

Senior Investment Servicing Representative

Communications and technical writing in a highly regulated environment.

- Managed 24 large and small projects annually without sacrificing quality or quantity. Worked with various internal departments to manage projects.
- Wrote customer communications to outline changes in investments or terms for 12k investors and businesses.
- Annually updated financial forms and customer communications, incorporated any changes to investments or IRS regulations.
- Researched compliance regulations, creating documentation, implementation, and annual double-check schedule.
- Analyzed large sets of data in Excel. Distilled findings into dynamic reports for presentations.
- Worked with the marketing department to establish an annual review of internal and external customer forms across departments.

Investment Servicing Representative I-III

Processed daily investment work for 12K investors totaling \$600m in debt securities.

- Established a quality assurance program for Investment and IRA departments. Designed and scheduled an annual review of 14 customized reports.
- Managed \$212M in annual certificate sales and cash redemptions, opening 100% of new investments accurately and efficiently.

ADDITIONAL RELEVANT EXPERIENCE

LAGUNA BEACH BOOKS, Laguna Beach, CA
Operations Manager

EDUCATION

Bachelor of Arts (BA), English Literature, Hope International University, Fullerton, CA

ACTIVITIES

- Book reviewer with NetGalley