

# **KRISTEN SCWORM CARTER**

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## **OBJECTIVE**

To obtain a position that will allow me to build a career in the field of public relations.

## **PROFILE**

- Versatile writer
- Able to work well both independently and with others
- Willing to accept challenges and take initiative
- Able to handle multiple tasks, work under pressure and meet deadlines

## **EXPERIENCE**

**AMERICAN CANCER SOCIETY, EASTERN DIVISION**, Albany, New York

**Media Relations Coordinator, Communications & Marketing Department**

**9/99-Present**

**Statewide:** Work closely with Cancer Control Department to prepare press conferences, press releases, statements, letters to the editor and op-ed pieces. Pitch public policy stories to Legislative Correspondents Association (New York State Capitol Press).

**Regional:** Plan and execute media campaigns. Write press releases, media alerts, letters to the editor and opinion pieces regarding ACS fundraising activities. Act as liaison between media and ACS experts. Coordinate with *Albany Times Union* to produce 16-page insert promoting "*Making Strides Against Breast Cancer*". Write key articles for insert.

**Income Development Assistant**

**1/98-9/99**

Assisted, planned and organized annual fundraising events. Recruited and supervised volunteers.

**Public Relations & Marketing:** Wrote press releases for fundraising events, patient service and education programs. Acted as media liaison. Wrote articles for ACS regional newsletter. Coordinated with *Albany Times Union* to produce 16-page inserts promoting "*Making Strides Against Breast Cancer*". Wrote insert articles. Wrote and produced a 30-second television promotion for *Relay For Life*. Supervised public relations intern.

**NEW YORK STATE DEPARTMENT OF LABOR**, Albany, New York

**1/97-7/97**

**Fellowship on Women and Public Policy**, Center for Women In Government

**NYS Department of Labor Community Services Division:** Wrote: quarterly grant reports for One-Stop Career Center grant; Workforce Development updates for the Commissioners of Labor and Education; Community Services Division Annual Report - Workforce Development Systems (WDS) Section; and Workforce Development Design Team Reports for the WDS Newsletter.

**NYS Department of Labor Welfare-to-Work Division:** Conducted Internet research on welfare-to-work, transportation issues and client tracking systems. Created handout on welfare-to-work and transportation issues for regional welfare-to-work meetings. Wrote overview of employment transportation problems and solutions.

## **VOLUNTEER EXPERIENCE**

**Women's Building Newsletter**, Albany, New York

**11/97-Present**

Write profile articles on prominent women in Capital Region. Editor for features section.

## **SKILLS**

Proficient in *Windows 98*, *Microsoft Office 2000*, *Lotus Word Pro*, *Lotus Notes* and the Internet.

## **EDUCATION**

**State University of New York University at Albany**, Albany, New York

**Fellowship on Women and Public Policy**, Center for Women In Government, Rockefeller College of Public Affairs and Policy, January 1997 - July 1997

**Department of Sociology**, Candidate for M.A. in Sociology

**Ithaca College, Roy H. Park School of Communications**, Ithaca, New York

Bachelor of Science in Communications, May 1994

## **AFFILIATIONS**

**Women in Communications** June 2000 - present

**National Association of Broadcast Employees & Technicians** May 2000 - present