

# Crystal Renaud

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## RESUME

### WORK EXPERIENCE

#### Communications Associate

##### Westside Family Church - Lenexa, KS - February 2004 to Present

- serve on full-time communication staff of 5,500 member, multi-campus church

#### *graphics, video and web*

- introduced social media to communication strategy using Twitter (222 followers), Facebook fan page (650 members), Vimeo/YouTube and various ministry blogs.
- co-led redesign of website to encompass multiple campuses and purpose-driven strategy
- maintain main website for accuracy and relevant content
- generate and design weekly email newsletter for 4,300 recipients
- implemented new visual identity encompassing all areas of promotion and unity of campuses
- create communication pieces campus-wide for print, screen & web
- layout and type-set of weekly bulletins and message notes for multiple campuses
- write creative copy for sermon series description, website, informational material and direct mail
- proofread and edit all written materials
- format and design powerpoint presentations for main sermon messages
- slide presentations, videography and video editing

#### *administrative and management*

- established an internal communication request system
- implemented online registration system
- supervised two employees consisting of a contracted designer and printing assistant
- maintain positive & beneficial relationships with local printing companies
- responsible for balancing credit card and keeping within budget as well as making deposits
- developed volunteer team utilizing the skills and passions of congregation to serve in the Body
- maintained supplies and functionality of mass copier

### PERSONAL EXPERIENCE

#### **PinkHairedGirl.net**—personal weblog of Crystal Renaud

- Launched in April 2004 as a personal weblog. Little did I know that just a couple of years later, it would become a true community. A place where ministry occurs every day. My blog see traffic of more than 10,000 visitors a month and 20,000 page views a month. The interaction on each post is averaging 12 unique IP comments per post.
- As of September 27, 2009 my Twitter account (@pinkhairedgirl) has 1,070 followers.
- On a daily basis, I am listed in the top 25 of Kansas City tweets according to TwitterGrader.com
- Design and maintain all web presence

#### **Dirty Girls Ministries**—Director and Founder, Crystal Renaud

- Launched in February 2009, Dirty Girls Ministries is a Christian anti-pornography ministry created to help women who struggle with pornography addiction.
- Our web presence includes DirtyGirlsMinistries.com (27,063 views since February 2009), a Twitter account (@DirtyxGirls, 346 followers) and Facebook fan page (333 members), email newsletter to over 300 women, and more.
- Design and maintain all web presence

## **SKILLS**

- multi-platform (mac or pc)
- experience with social media including twitter, facebook, linkedin and more
- adobe creative suite consisting of illustrator, indesign and photoshop
- knowledge of CSS, PHP and HTML
- macromedia dreamweaver
- microsoft office
- other software: KeyNote, iMovie, pagemaker, quark, some flash
- website development
- creative writing and verbal communication
- strong marketing skills in both ministry and secular avenues
- ability to multi-task and manage time in deadline-driven environment
- excellent work ethic and self-teaching

**ADDITIONAL WORK EXPERIENCE AND REFERENCES AVAILABLE UPON REQUEST**

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