

# CRYSTAL VINING

## CONTENT STRATEGIST

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## WORK EXPERIENCE

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### AMERICAN ACADEMY OF PEDIATRICS

Manager, Custom Content

2017–2025

- Developed multi-year strategic plans evaluating social media platforms, leading to increased engagement and impressions by over 70% after implementation.
- Built data reports showcasing growth and exceeded KPI's on a monthly basis.
- Implemented a link tracking system for all Facebook, X (formerly Twitter), and Instagram pages, leading to increased web traffic and social media referrals by 15%.
- Managed 9 social media channels across several platforms, focusing on custom graphics, detailed copy to reach various audience funnels, and influencer campaigns to build strong brand awareness.
- Built an Instagram page following from under 1K to over 50K organically.
- Wrote weekly editorial emails (10 per month), involving content writing, image purchasing and coordination, and basic HTML coding. Emails were sent to over 180,000 people.
- Created social media promotions through paid dark media on Facebook and Instagram and managed the backend targeting and financials for all channels. Results drove CPC to \$.30 or lower.
- Designed custom content using Adobe Creative Suite, focusing on website aesthetic and ad specs.
- Assisted with video editing for social media and website video abstracts.
- Provided creative direction for journal layouts, including interior layout and exterior cover management.
- Supervised temporary staff and freelancers.

### LAUGHLIN CONSTABLE

Content Writer/Social Community Manager

2014–2016

- Managed projects involving collaboration between Creative and Strategy agency teams to produce timely and engaging content.
- Provided social media community management, assisting with customer engagement and retainment.
- Wrote long- and short-form content for articles, social media, billboards, and digital and print ads.
- Exceeded set key performance indicators for clients by analyzing data and making recommendations.
- Consistently generated high-impact content and ensured effective multi-platform distribution.
- Managed dark paid media on Facebook, Instagram, X, and LinkedIn.

Clients: Northwestern Medicine, Sears Shop Your Way (Health and Auto), UI Health, Chicago Proton Center, Cadence Health, Bemis (B2B), Lung Cancer Alliance, Bright Start College Savings/Oppenheimer Funds, Wisconsin Department of Tourism, Center for Communication, Hearing & Deafness, Laughlin Constable Social, ThedaCare, Hill-Rom, Medela

### RIVET INSIGHTS

Freelance Copywriter

2013–2014

- Wrote long- and short-form content for websites and brochures.
- Served as the main copywriter for all print collateral.
- Assisted with a rebranding projects, mainly strategy and content writing.

Clients: Children's Neuroblastoma Cancer Foundation, Coins4Kids, American Video Gaming, Smiles Unlimited Universal Clown Ministry

## WORK EXPERIENCE CONT.

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### BRADLEY UNIVERSITY

Web Content Writer

2012–2013

- Reported and wrote multiple spotlight events, showcases, and articles for the communications website.
- Interviewed article subjects.
- Copyedited articles.

### INTERNSHIPS

2006–2012

Optimus Editing House, PR Casting, Grossman & Jack Talent, One World Productions (production assistant), Duly Health and Care (formally Dupage Medial Group)

## SKILLS

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### SOCIAL MEDIA

- Platforms (organic): Facebook, X, Instagram, LinkedIn, YouTube, Pinterest, Threads
- Platforms (dark paid media): Facebook, X, Instagram, LinkedIn
- Management: Community management, Account Supervision, Ad Placement Management

### SYSTEMS

- Bit.ly, Hootsuite, Canva, TweetDeck, Sprout Social, Rival IQ, Power Editor, Photoshop, InDesign, Illustrator, VSDC (video editing), MS Office, MagnetMail, Pardot

### DIGITAL WRITING AND DESIGN

- Print, Radio, Billboards, Banners, Box ads, Email, Articles

### MANAGEMENT

- Results-driven, Mentorship, Adaptability, Conflict Resolution, Problem-solving, Team-oriented

### OTHER

- Creative Direction, Basic HTML, Asset Management, Digital Strategy

## AWARDS

### DIGITAL HEALTH AWARDS

Issued by the National Health Information Awards

Instagram Campaigns (2018–2024)

Awards: Gold, Silver, Merit

### BBDO NEW YORK DOUGLASS L. ALLIGOOD AWARD

Issued by BBDO New York

Best Campaign (2013)

Award: Excellence in client rebrand

## EDUCATION

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### BRADLEY UNIVERSITY

September 2009–May 2013

Bachelor of Arts

Major | Communications in Advertising

Minors | Marketing; Creative Writing