

KRISTA J. MARTINELLI

Greenacres, FL

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MARKETING SPECIALIST / COPYWRITER

Versatile communicator and storyteller with talent for engaging audiences, fostering collaboration, and guiding projects to polished completion. Assisting in multichannel marketing campaigns. Areas of expertise include:

**Communications | Copywriting | Brand Awareness | B2B Marketing | Project Management
Newsletters | Publishing | Social Media Marketing | WordPress**

PROFESSIONAL EXPERIENCE

Common Ground Community Development, Lake Worth, FL

04/2026 – Present

Communications and Connections Director

Marketing, outreach and campaign promotions for Common Ground Community Development and the Venue at 1201. Writing email newsletters, campaign emails, press releases, maintaining email lists, tracking engagement and writing Business Spotlight stories. Attending outside networking groups, representing Common Ground.

- Visit www.cglakeworth.org to see the different aspects of this non-profit organization.

AROUNDWELLINGTON.COM, Wellington, FL

11/2005 – 02/2026

Owner/Editor/Manager

Overseeing editorial operations for local online magazine, including writing feature stories, editing content, producing weekly eNewsletters, and posting stories via WordPress. Managed billing, collections, and overall business functions while directing and motivating team of 15+ volunteers to ensure consistent, engaging content and community impact.

- Visit www.aroundwellington.com to view current or past stories.

SHOES FOR CREWS, Boca Raton, FL

05/2022 – 07/2025

B2B Marketing Specialist/Copywriter

Targeted marketing and sales promotional copywriting, including emails, social media posts, collateral, web copy, newsletters, catalogs, billboards, video scripts, brand messaging, letters from the CEO and other promotional copy.

- Oversaw end-to-end execution of all sales-driven projects through Digital Asset Management (D.A.M.) system, ensuring timely delivery, accuracy, and alignment with brand standards.
- Maintained a content calendar and scheduled social media posts
- Managed D.A.M. and CANVA, training the sales team in both applications to improve efficiency and consistency in marketing asset usage.
- Handled daily marketing collateral requests and worked closely with international sales team to create polished B2B marketing materials that enhanced brand image and supported global sales efforts.

ENGENUITY, West Palm Beach, FL

08/2020 – 06/2021

Proposal Writer/Marketing Manager

Developed engineering and surveying proposals, newsletters (via Constant Contact), and website content (via WordPress) to deliver clear, persuasive communications.

- Increased visibility by managing social media, writing marketing copy, and updating website content to showcase company expertise.

LEVINGER, Delray Beach, FL

04/2019 – 03/2020

Managing Editor

Wrote and edited website, catalog, and newsletter content, developed product copy for Levenger's select audience, and ensured consistent updates through company's internal web design platform.

- Created and launched weekly email series "Serious Answers for Curious Readers," building brand engagement with targeted readership for Levenger's luxury products.
- Delivered compelling product copy that strengthened customer connection and supported new product promotions.

OFFICE DEPOT – CORPORATE HEADQUARTERS, Boca Raton, FL

07/2018 – 03/2019

Creative Copywriter

Wrote compelling copy for the website; edited training manuals and style guides.

EAGLE ARTS ACADEMY, Wellington, FL

08/2017 – 06/2018

Middle School Instructor

Taught English and Journalism classes. Created lesson plans and designed projects.

- Conducted FSA testing and met with parents, improving student performance and strengthening parent-teacher collaboration.

OFFICE DEPOT – CORPORATE HEADQUARTERS, Boca Raton, FL

09/2016 – 08/2017

Copywriter, 04/2017 – 08/2017

Wrote compelling advertising copy, including technical writing and creative copywriting.

Instructional Designer, 06/2016 – 04/2017

- Created training manuals and other teaching tools for retail associates on Workforce Management System.
- Collaborated with subject matter experts (SME) and IT to deliver the best possible learning platform.

RELATED EXPERIENCE PRIOR TO 2005

OFFICE DEPOT – CORPORATE HEADQUARTERS, Delray Beach, FL

CPC Marketing Analyst | Instructional Designer | Marketing Coordinator | Business Proposal Writer | Copywriter

EDUCATION & TRAINING

Master of Arts (MA), English, University of Rhode Island | Kingstown, RI

Bachelor of Arts (BA), English, Principia College | Elsah, IL

TECHNICAL SKILLS

WordPress, Constant Contact, Social Media (Facebook, LinkedIn, Instagram, Twitter), MS Office Suite (PowerPoint, Word, Excel), Adobe Photoshop, InDesign, MS Project, MS Publisher, Adobe Acrobat, Salesforce, Canva, Advanced Writing, Editing, Marketing skills

COMMUNITY INVOLVEMENT

SILVIE BELLS, Pompano Beach, FL

Board Member, Secretary, 2017 - Present

This organization raises funds and prepares gift baskets with practical and inspiring items for Neonatal Intensive Care Unit (NICU) parents.

AROUNDWELLINGTON MIXERS, Wellington, FL

02/2016 – 12/2025

Hosted monthly networking evenings for local business owners to meet at Village Music Wellington.