

Kristena Merritt, MA, UXC

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Phone: (501) 508-9794

Portfolio: <https://sites.google.com/view/kristenamerrittsportfolio/home>

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Education

Master of Arts in Professional and Technical Writing – Dec 2018

University of Arkansas at Little Rock

GPA 3.9

Bachelor of Arts in Professional and Technical Writing – May 2017

University of Arkansas at Little Rock

GPA 3.5 – Cum Laude

Achievements & Awards

- ❖ **Presented at National Extension Technology Community Conference** – April 2023
- ❖ **User Experience Certified** with Nielsen Norman Group – Fall 2020
- ❖ **Milton Stephens Award for outstanding service** in UALR Writing Center – Spring 2018
- ❖ **Best Graduate Creative Works Award** at CSSC Research and Creative Works Expo – Spring 2018
- ❖ **Presented at Conference for College Composition and Communication** – March 2018
- ❖ **Write On Award** given by peers in UALR Writing Center for excellent teamwork – Spring 2017
- ❖ **Chancellor's List** – Fall 2016 & Spring 2017

Related Work Experience

UA Division of Ag (UADA) Cooperative Extension Service – *Little Rock State Office – Comm Dept.*

July 2021 – Present

Digital Media Technical Writer

- ❖ Manage, maintain, and update the AR Cooperative Extension website, uaex.uada.edu
- ❖ Create user-friendly and accessible web content from research-based information
- ❖ Advise subject-matter experts on digital media marketing
- ❖ Create wireframes for the IT development team for landing pages
- ❖ Train site content editors on the content management system
- ❖ Support site content editors on web and accessibility best practices
- ❖ Consult Extension employees on improving their web content and search engine optimization
- ❖ Evaluate website analytics to measure efficacy and inform strategic planning
- ❖ Creates Extension-wide e-newsletters and manages contact lists using Constant Contact

UA Division of Ag (UADA) Cooperative Extension Service – *Little Rock State Office – IT Dept.*

July 2019 – July 2021

Technical Writer (Part-Time)

- ❖ Edited specialists' written content for web-copy best practices
- ❖ Troubleshoot layout and content issues for digital media
- ❖ Supported site editors on web content and accessibility
- ❖ Created Extension-wide e-newsletters using Constant Contact
- ❖ Created social-media content for AR Extension Facebook page
- ❖ Co-hosted training for end users on the content management system and Constant Contact

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University Writing Center – *UA Little Rock*

Aug 2017 – Dec 2018

Lead Graduate Assistant

- ❖ Documented procedures for training tutors on online tutoring and daily activities
- ❖ Composed instructional material on writing-center pedagogy and adult-learning principles
- ❖ Co-developed tutor-training curricula with the director
- ❖ Led focused discussions during weekly training meetings
- ❖ Facilitated six writing workshops for the Student Success Center
- ❖ Provided writing consultations for UA Little Rock students
- ❖ Spearheaded projects for our public relations committee

Technical Skills

- ❖ HTML & CSS – intermediate
- ❖ Microsoft Office 365 – advanced
- ❖ Document and website accessibility – advanced
- ❖ CMS tools: Omni CMS, SquareSpace, Google Sites, WIX – advanced
- ❖ Constant Contact and Mailchimp for newsletters and email marketing – advanced
- ❖ Wireframe tools: Adobe XD – knowledgeable
- ❖ Photoshop, Illustrator, InDesign, RoboHelp – knowledgeable
- ❖ Google Analytics 4 and Google Data Studio – knowledgeable
- ❖ Google Search Console, Ubersuggest, SEM Rush for SEO strategy – knowledgeable

Related Coursework

- ❖ Mobile Web Design
- ❖ Web Technologies
- ❖ Writing for the Web
- ❖ Usability Testing and Design
- ❖ Advanced Document Design
- ❖ Software Documentation
- ❖ Technical Writing
- ❖ Advanced Editing
- ❖ Indexing
- ❖ Digital Nonfiction Storytelling
- ❖ Persuasive Writing
- ❖ Editing for Publication
- ❖ Social Media Writing for Business
- ❖ Theory of Technical Communication
- ❖ Research Methods
- ❖ Rhetorical Theory
- ❖ Composition Theory