

Pasha Holiday Krise

PROFILE

A professional writer with more than 20 years of experience in creative writing, journalism, business, marketing, public relations and event management. Self-starter with several successful entrepreneurial endeavors, all of which include writing all professional material.

EXPERTISE

Journalism:

Interview sources and write articles
Build relationships with reliable sources
Enterprise stories and meet deadlines
Identify newsworthy material
Write cutlines, headlines, decks and identify drop quotes.
Using a digital camera on assignment and coordinate artwork with photographers and design teams
Write with the Associated Press Stylebook and the Chicago Manual of Style.

Business:

Write business manuals, letters, press releases, website content, newsletters and blogs. Startup market research, accounting, day-to-day operations, customer acquisition, inventory and sales growth.

Marketing and PR:

Update and create new marketing programs
Manage online and print advertising
Write for press; effectively distribute information online and in print.

Event Management:

Write and post marketing material
Create event copy and materials
Copyedit, proofread and maintain event calendars for online and print.

EXPERIENCE

Founder | Wilmington Cooperative School | 2016 - 2018

Founded Wilmington, NC's premier, non-profit, cooperative primary school. Created operations and administration of the business. Wrote marketing plan and copy for business content. Maintained all treasury items for the school board, including: accounting, quickbooks, excel spreadsheets, budget recommendations, bill payment and payroll. Increased yearly profitability and student enrollment yearly by at least 50%.

Owner | RefreshEase | 2012 - 2014

Created, owned and operated all facets of the Chicago, IL resale clothing boutique with annual sales of \$100k, including: all day to day operations, buying, marketing, employee management and treasury transactions. Wrote and managed all business materials.

Market/Event Director | Dick's Last Resort | 2007- 2012

Led the marketing and sales for the \$3 million restaurant franchise in its downtown Chicago location. Increased sales by \$500,000 in first year. Sold, coordinated and managed all aspects of events at Dick's Last Resort Chicago, including buyouts totaling more than \$30K in sales.

Writer | Staff and Freelance | 2006 - 2007

Autobiographical web blogger at pashaholiday.com
Freelance Writer for River Currents,
CenterstageChicago.com, American Builders Quarterly,
Quepolandia Magazine and The Angel Investor.

Reporter/Columnist | The Walton Sun | 2004 - 2006

Reporter for the 12,000 circulation, award-winning, weekly newspaper in Santa Rosa Beach, FL. Promoted to freelance columnist upon departure.

Staff Writer | The Hunter Envoy | 2002 - 2004

Covered art, entertainment and general news as a staff writer for the bi-weekly Hunter College newspaper. Promoted from Contributing writer to staff writer in three months.

Computer Skills:

Microsoft Office programs including Word, Excel, PowerPoint and Adobe Photoshop. Macintosh programs, including Quark. Quickbooks.

AWARDS

Best Of Freedom | Freedom News | 2005

Award for outstanding journalism efforts in the Community Division of Freedom Communications.

Associate of the Quarter | The Walton Sun | 2005

E D U C A T I O N

Bachelor's Degree | Media Studies | English
Hunter College | City University of New York
New York, NY June 2004

Intern/Fashion Dept | Redbook Magazine | 2003 - 2004

Managed and organized the fashion closet at a monthly Hearst magazine. Assisted on photo shoots. Fact checked and filed market data from corporate firms. Was responsible for inventory.

PHILANTHROPIC

Sister Cities International, Quepos | 2006 - 2009

Served as a liaison for Sister Cities International and the Cities of Quepos and Manuel Antonio, Costa Rica. Initiated and facilitated the building and content of www.sciquepos.com and www.fopquepos.com. Created photo blog for each website. Successfully solicited donations and grants.

Phi Sigma Sigma Sorority | 2001 - 2002

Submitted monthly reports and budgets to a national board as President of the Epsilon Upsilon Chapter at Buffalo State College, Buffalo N.Y.

Researched and organized volunteer events. Worked as a leader to coordinate functions in the school and community. Created a weekly agenda for meetings and ran them according to national guidelines.

C O N T A C T

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