

Crystal Arcand

Writer, Link Curator, Graphic Artist, Typesetter

Summary

Self-employed as a professional web designer and graphic artist since 2002, I also have experience in Internet research for high-quality, relevant links, documents, and images. I have been blogging since 2002 and freelance blogging for other websites since 2007. My writing goal is to provide engaging, informative writing and editorials to provoke thought and action from readers. My design goals are to provide high-quality, clean, intuitive design for clients that promote trust and brand recognition from customers. graphic design compatible with all sizes of implementation, from icons to large print sources web/CSS design with a focus on clean, intuitive navigation conversational writing tone

Experience

Owner, Creator at Aunt Crystal Crochet

April 2007 - Present (8 years 7 months)

Crochet accessories and home decor

Freelance Writer / Graphic Artist / Web Designer / CSS Designer / Typesetter at 3 Stairs

September 2002 - Present (13 years 2 months)

Offering engaging, informative writing from the perspective of women and mothers of young children. Also offer graphic design, web/CSS design, and typesetting services with a focus on clean, simple, intuitive design

Staff Writer at Mineola Buzz

June 2013 - September 2013 (4 months)

Report on happenings and people in the city of Mineola, Texas for an online newspaper. - responsible for story ideas, interviewing, photography, writing, proofreading, formatting for web, and publishing

Blogger at Tsavo Media

December 2008 - December 2011 (3 years 1 month)

Creating relevant posts about parenting issues and products for parents and children, as well as tips, advice, and resources for parents.

content producer at docstoc

May 2008 - November 2008 (7 months)

Conducted Internet research in order to collect trend-relevant documents and photos.

Part-time Guide at Mahalo

November 2007 - May 2008 (7 months)

Conducted Internet research in order to write hand-crafted search engine results pages (SeRPs). Collected the best related links and organized them according to specific categories. Summarized information into a guide note, ranging in length from 150 to 400 words per topic.

Skills & Expertise

SEO

Blogging

Content Strategy

Wordpress

Tone

Proofreading

Editing

Copy Editing

Freelance Writing

Social Networking

WordPress

Editorial

Publishing

Web Content

Logo Design

Education

Southwestern Adventist University

English, Psychology, 1994 - 1995

Activities and Societies: Student Government, Interpretive reading group, Student acting group, DJ at KJCR

Mineola High School

Diploma, Advanced Honors, 1990 - 1994

Activities and Societies: Theatre Arts, Debate, Mock Trial, Student Government

Interests

blogging, graphic design, web design, css, typesetting

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5 people have recommended Crystal

"Crystal has provided proof-reading, writing and web design services for a variety of my own projects for many years. In addition, her graphic artist and design skills have been valuable to have on my side. She is a whiz at creating logos and graphics from ideas, concepts or existing themes and colors. This is where she truly excels."

— **Michael Arcand**, was with another company when working with Crystal at 3 Stairs

"Crystal displays a strong personal commitment to successfully completing all projects. Crystal strives for perfection in all tasks she is working on."

— **Amber Ortega**, worked directly with Crystal at Tsavo Media

"As a content producer at Docstoc, Crystal was able to gather information and images and present them in a format that was very easy to understand. Her use of Microsoft PowerPoint is excellent and very much above that of the average user."

— **Michael Arcand**, worked directly with Crystal at docstoc

"Crystal stands out among a pool of literally thousands of freelance writers and researchers under contract to Mahalo.com. She works fast, works smart and works above, beyond and outside of expectations. If Mahalo ever offers full-hire options to their remote works, Crystal should be the first one -- she's earned it."

— **Matthew Selznick**, managed Crystal at Mahalo

"Crystal conducts excellent Internet research and is able to separate the good resources from those that are less than desirable. She collates information in a very organized way and her presentation makes things easier to understand."

— **Michael Arcand**, worked directly with Crystal at Mahalo

[Contact Crystal on LinkedIn](#)