



Kristi Tuck Austin, Authors' Assistant

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Your audience. Your voice. My time.

Do you...

- Spend your limited writing time on business?
- Feel overwhelmed with emails?
- Want to develop a social media plan?
- Get frustrated with website updates?
- Hope to expand your readership?
- Have query quandaries?
- Need assistance planning an event?

I can help.

Inbox & Calendar

- Replying to clients' emails
- Labeling and sorting emails
- Inputting contacts and creating groups
- Extracting addresses for newsletter mailing lists
- Ghostwriting emails
- Setting filters, automatic responses, and forwarding
- Creating saved replies
- Scheduling and managing calendar events
- Proficient in Gmail and Outlook

Social Media

- Ghostwriting social media posts
- Creating and implementing editorial calendar
- Creating event and book promotion campaigns
- Identifying and building relationships with readers and influencers
- Brainstorming and managing Twitter chats
- Advising in social media best practices
- Setting up accounts
- Proficient in Twitter, Facebook, Google+, Pinterest, GoodReads, YouTube, and Hootsuite



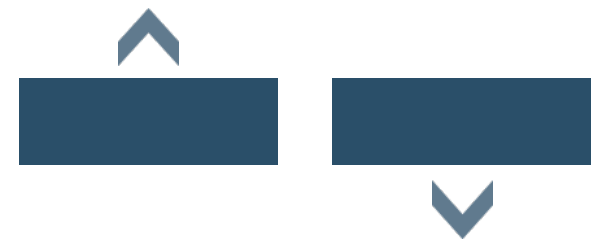
Website & Blogging

- Creating sites, content, pages, and blog posts
- Designing navigation and layout
- Utilizing widgets
- Updating content and layout
- Managing polls and contests
- Embedding media and photo galleries
- Proficient in WordPress, Blogger, and Tumblr



Webinar

- Creating a webinar event
- Setting up PayPal for registration and embedding in author's website
- Publicizing webinar
- Providing tech support to registrants
- Creating, distributing, and analyzing surveys
- Editing recording and sharing with attendees
- Proficient in Spreecast and PayPal



Newsletters

- Writing content
- Formatting newsletters
- Creating and managing mail lists
- Recovering deleted mail lists
- Working with customer service and problem solving
- Proficient in MailChimp



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Queries & Research

- Researching agents, publishers, and comp titles to assist the query process
- Targeting queries to researched parties
- Tracking submissions and responses
- Compiling potential contests for the work-in-progress
- Researching as needed, e.g. copyright when reproducing reviews

Event Planning

- Author events
 - Conferences
 - Monthly educational panels
 - Bookstore signings
 - Read Across America
- Weddings
- Parties
- Museum exhibit openings, tours, and events
- Henrico County Parks and Recreation events

Relevant Experience

- Authors' Assistant, December 2012 – Present
- Media Escort, August 2012 – Present
- James River Writers, 2010 – Present
- Bookstore Event Planner, 2010

I've attended hundreds of author events, including book launches, readings and signings, panels, festivals, conferences, and virtual discussions. I also keep case studies of successful authors and innovative ideas.



About Me

While researching my YA manuscript, I waded New York City sewers, ran from trains, and slid through a water pipe to the Harlem River. I celebrated Thanksgiving 2013 in the Paris catacombs, dining by candlelight.

I've worked as a museum technician at two Richmond museums where I spent my days in quiet collections storage surrounded by objects from Ellen Glasgow, Edgar Allan Poe, several U.S. Presidents, and a woman who collected hundreds of thimbles. I left this world of historic couture and ceramic dogs to pursue writing. I've also organized events for a local indie bookstore, sold farm supplies, and worked on my family's farm.



Memberships

- James River Writers
 - Board Chair, Present
 - Board Vice Chair, 2013
 - James River Writers Conference Chair, 2012-2013
 - James River Writers Writing Show Chair, 2012
 - Silent Auction Coordinator, 2011
 - Board Member, 2012-Present
 - Volunteer, 2010-Present
- Society of Children's Book Writers and Illustrators
- Virginia Writers Club



Additional Skills

- Microsoft Word, Excel, PowerPoint, Access
- Google Docs, Spreadsheets, Presentations, Forms
- Picasa, iPhoto, Lightroom
- iMovie
- Prezi
- Microsoft Windows
- Mac OSX

