

# CHRISTA GARDNER

strategy + copy + shezang!

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## **IN A NUTSHELL**

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Anonymity in business is a thing of the past. Corporate speak and cheeseball appeals are out. Today, it's all about authenticity and relationship. But it's too obvious just to say you have to walk your talk. First, you have to *talk* your talk. In between knowing what you stand for and following through, you have to let folks know what you're all about.

It's hard doing that kind of thing by yourself, and that's why you shouldn't. That's why you should hire me.

## **STRENGTHS**

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- Intent listening to find the real or most compelling story
- Integrating authenticity and strategy to deliver on goals
- Headlines, snippets, tips, lists, bullets and other power-packed, bite-sized blurbs
- Writing projects requiring specialized health, food, or nutrition knowledge

## **SELECT CLIENTS**

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Allrecipes - Starbucks - T-Mobile - sengWare - Biznik - Salvations Architectural Furnishings  
Redstone Pictures - LiquidPlanner - Warren Miller Company - The Sweet Spot

## **AGENCIES**

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WongDoody - The Hacker Group - Wunderman - James Clark Design - Typhoon Digital Studio

## **PAST LIVES**

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- Founded and branded organic tea company {Founder/Owner - Sassafras - Seattle}
- Created and taught nutrition and cooking classes {Instructor - PCC Natural Markets - Seattle}
- Researched and analyzed trends in the natural products marketplace; acted as liaison to the media {Natural Products Expert - SPINS - San Francisco}
- Developed and managed online consumer education program for nutritional supplements {Quality Assurance Manager - Healthshop.com - San Francisco}
- Directed all aspects of special event fundraising for local branch of national non-profit agency {Associate Director of Marketing - Arthritis Foundation - Chicago}

## **CHARMS**

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- Resourceful and responsive
- Proven ability to walk and chew gum (multi-task) and even catch the bus on time (manage deadlines)
- Self-motivated go-getter who also plays nicely with other kids
- Good humored and not terribly egocentric
- Outside-the-box thinker and world traveler with adventures in over 25 countries to prove it

## **SMARTS**

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- BA, Sociology with honors, 1991, University of Wisconsin - Madison, WI
- Master's in Health Education, 1998, CIIS - San Francisco, CA
- Nutrition Consultant Certification, 2002, Bauman College - Berkeley, CA
- Select writing and marketing courses, School of Visual Concepts - Seattle, WA