



Kristin Lund
Writer

Kristin Lund founded inkable for people in search of imaginative copywriting anchored by common sense. She and her highly capable associates are committed to providing solutions that are clean, credible, and inspired.

Kristin's award-winning writing has brought clarity and purpose to projects ranging from annual reports and case statements to brochures, websites, and books. She believes in working together with clients and creative teams to capitalize on shared wisdom, sudden brainstorms, and constructive feedback. Whenever possible, she reinforces the copywriting process with strategic analysis and insights.

Among her most enjoyable projects are those for repeat clients such as MIT, Biogen Idec, Boston Medical Center, Tufts University, Suffolk Law School, and Harvard University. Many clients employ her to start from scratch and build from the tagline up; others, such as Federal Express, have called on her to refresh, enliven, or edit existing copy. She likes getting on board early, as she did with Fidelity, where she was part of a creative team that developed two separate-but-related concepts for a pair of recruiting brochures—and then went on to design and write the brochures together. Even when she joins a project in its later stages, she brings a fresh perspective and an infusion of new ideas.

Kristin has worked with companies like Lee Kimball and Planet Waves, who make products you can see and feel. She has also worked with colleges, universities, health care organizations, and software developers—where people are creating something less tangible but equally valuable. In general, she looks for clients who want what she can provide: writing that speaks clearly, communicates directly, and engages its audience.

A graduate of Middlebury College (BA in literature and writing, *summa cum laude*) and Harvard Law School (JD), Kristin practiced law for a few years before returning to her true calling. She teaches at Emerson College, where she earned her MFA in fiction and served as the editor of the *Beacon Street Review*. Her writing students now concentrate on fiction; she has also taught creative nonfiction, essay, and memoir. Her recent fiction publications include "Exchange" in the *Onset Review*. Accolades for her fiction include third prize in a national contest for "Honey Bucket."

Most mornings, she can be found rowing on the Charles River. Some evenings—if you know where to look—she can be found in a downtown pub, singing with the band.