

KRISTINA SMITH

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SUMMARY OF QUALIFICATIONS:

- Experience with graphic design, social media, SEO, and newspaper design and management
- Graphic design and photography experience with working knowledge of Adobe InDesign, Photoshop, and Illustrator

EDUCATION:

Bachelor of Science in Strategic Communication, Liberty University

Anticipated May 2025

- Specialization: Social Media Management
- Minor: Journalism

TECHNICAL PROFICIENCIES:

- **Social media channels:** Facebook, X, Instagram, Pinterest, Snapchat, LinkedIn, WordPress
- **Software and applications:** Adobe Creative Suite (InDesign, Photoshop, Illustrator), Microsoft Office, Canva

PROFESSIONAL EXPERIENCE:

- **Web and Social Media Manager**, Liberty Champion May 2024-Present
 - o Created and implemented yearly social media strategy across all platforms (web, Instagram, Facebook, X)
 - o Posted more than 35 stories per week to WordPress website
 - o Worked collaboratively with section editors to create multimedia articles (story/video/social media)
- **Content Creator**, 434 Marketing August 2024-Present
 - o Wrote 5-10 blog posts per month for clients on a variety of topics, driving 1,000s of monthly clicks
 - o Assisted in creating and implementing company social media strategy under supervision of Content Manager
 - o Create social media posts for companies of various sizes on Instagram, X, and Facebook
 - o Performed weekly website audits and implemented changes for positive SEO results
- **Head News Editor**, Liberty Champion August 2022-April 2023, December 2023-April 2024
 - o Pitched and assigned 15 stories per week to volunteer writers, fact checked articles
 - o Secured sources and contacts for each article, maintained positive relationships with contacts for future articles
 - o Wrote up to three news articles per week
 - o Created 6 news pages through InDesign per week
- **Editor-in-Chief**, Liberty Champion April 2023-December 2023
 - o Planned and led weekly budget meeting to pitch story ideas for each newspaper section
 - o Edited an average of 35 articles per week according to AP style
 - o Planned page design for weekly newspaper
 - o Managed staff of 20 student workers
 - o Networked with university officials and local businesses to maintain positive relationships

HONORS:

- **Dean's List:** Spring 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2024