

KRISTINA SMITH

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SUMMARY OF QUALIFICATIONS:

- Proven experience with graphic design, social media, SEO, and newspaper design/management

EDUCATION:

Bachelor of Science in Strategic Communication, Liberty University Anticipated May 2025

- Specialization: Social Media Management
- Minor: Journalism

MA: Strategic Communication, Liberty University Online Starting program August 2025

- Specialization: Public Relations

TECHNICAL PROFICIENCIES:

- **Social media channels:** Facebook, X, Instagram, Pinterest, Snapchat, LinkedIn, WordPress
- **Software and applications:** Adobe Creative Suite (InDesign, Photoshop, Illustrator), Microsoft Office, Canva, Semrush, Surfer SEO, Meta Business Suite, Asana, Google Analytics

PROFESSIONAL EXPERIENCE:

- **Web and Social Media Manager**, Liberty Champion May 2024-Present
 - o Created and implemented yearly social media strategy across Web, Instagram, Facebook, X
 - o Posted more than 35 stories per week to WordPress
 - o Worked collaboratively with newspaper section editors to create quality multimedia articles (written article/video/social media)
- **Content Creator**, 434 Marketing August 2024-Present
 - o Wrote 5-10 blog posts per month for clients, adopted brand voice and style for each individual client across healthcare, government, and religious organizations.
 - Drove 1,000s of monthly clicks, integrated SEO keywords into each blog post to increase visibility and reach
 - o Created social media posts for companies of various sizes on Instagram, X, and Facebook
 - o Performed weekly and monthly SEO website audits using Semrush, increasing site audit scores from 80% - 93% for multiple clients
- **Head News Editor**, Liberty Champion August 2022-April 2023, December 2023-April 2024
 - o Pitched and assigned 15 stories per week to volunteer writers, edited and fact checked each article before publication
 - o Secured sources and contacts for each article, maintained positive relationships with contacts for future articles
 - o Wrote up to three news articles every week, working on tight deadlines while maintaining quality
 - o Designed, edited, and published 6 news pages using InDesign each 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 Managed staff of 20 student workers