

# KRISTINA SMITH

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## EDUCATION:

**B.S. Strategic Communication: Social Media Management**, Liberty University, May 2025

- Minor: Journalism

## TECHNICAL PROFICIENCIES:

- **Social media channels:** Facebook, X, Instagram, Pinterest, Snapchat, LinkedIn, WordPress, TikTok
- **Software and applications:** Adobe Creative Suite, Microsoft Office, Canva, Semrush, Surfer SEO, Meta Business Suite, Asana, Google Analytics, Salesforce, EDC Forge
- **Licenses:** Virginia Property and Casualty Insurance Producer License, Virginia Life and Health Insurance Producer License, NIMS 100, NIMS 700
- **Certifications:** Social Media Marketing Professional by Hootsuite (Jan 2025)

## PROFESSIONAL EXPERIENCE:

### Business Programs Coordinator

*Campbell County Office of Economic Development* | October 2025-present

- Managed Countywide small business grant, awarding four small businesses annually with \$5,000
- Designed, wrote 3-4 articles for, and deployed monthly newsletter to over 1,000 subscribers
- Led strategy, creation, and deployment of social media strategy across Instagram, Facebook, LinkedIn, utilized Facebook ads to boost visibility and engagement by over 1,000% on multiple posts
- Wrote 2-4 press releases monthly on a variety of topics including local grant awards, invitations for bids, and county department updates
- Assisted with research, writing, and editing for annual report to be presented to Board of Supervisors and County Administrator
- Met with local small businesses to hear feedback on the County's business environment and provide support

### Content Creator

*434 Marketing* | August 2024 - May 2025

- Wrote 5-10 blog posts monthly across various industries including healthcare, government, pest control, and religious organizations; ensured blogs aligned with client's brand voice and goals
- Increased blog engagement through SEO integration that brought thousands of monthly clicks
- Designed and scheduled social media posts for over five clients on Instagram, X, and Facebook
- Conducted weekly SEO audits using Semrush, increasing site performance scores from 80% - 93%

### Editor-in-Chief/News Editor/Social Media and Web Manager

*Liberty Champion* | May 2021 - December 2023

- Managed 20-person editorial staff, met with section editors regularly to ensure deadlines were met
- Edited 35+ articles weekly in accordance with AP style and university branding guidelines
- Used Adobe InDesign to design, edit, and publish 12 print pages weekly
- Wrote up to three news articles per issue under tight deadlines
- Interviewed local, state, and national government leaders, as well as prominent celebrities, to produce high-quality feature stories that elevated the Liberty Champion's profile