

**KRISTINE** [REDACTED]

Communications and Marketing Professional

[REDACTED]

A communications marketing professional with over five years of experience committed to and passionate about finding innovative and creative ways to solve problems through effective marketing campaigns, meaningful content, engaging PR activities, insightful growth hacking techniques, successful event management, and purposeful storytelling.

With over five years of experience in various industries such as journalism, film, broadcast, TV production, entertainment, government, Web3, gaming, cryptocurrency, the education sector, tech, public relations, and advertising. I focus on copywriting, technical writing, creative writing, research, influencer marketing, digital marketing, analytics, events, social media management, graphic design, content creation, production, and all forms of marketing and communications.

## Experience

**May 2023-present**

Full Stack Marketer, [REDACTED], Remote Work

- Develop strategies and related content for various social media platforms, such as keyword and hashtag research, graphic design, copywriting, competitor analysis, A/B testing, content scheduling, and content calendar implementation.
- Prepare reports on SEO, blog insights, social media engagement and reach, and website traffic.
- Develop product promotions for publicity, sales, and public relations.
- Manage customer reviews and testimonials by preparing frequently asked questions (FAQs).
- Advise regional stores on the marketing, advertising, or sales promotion of various services and products.
- Manage campaign reports to measure marketing and advertising key performance indicators (KPIs).
- Coordinate marketing promotions for internal and external stakeholders.
- Prepare marketing collateral such as reports, landing page copy, infographics, enhanced product photos, newsletters, email campaigns, and other materials the company needs.
- Develop and implement instructional materials to help regional stores' marketing departments improve their social media, content, and marketing strategies.
- Maintain social media accounts for corporate and regional store pages through brand reputation, brand management, and ad management.

**May 2022-June 2023**

Marketing Manager, [REDACTED], Remote Work

- Conduct market research to uncover new and existing market opportunities for services and determine the interests and concerns of the target audience.
- Design, establish, and execute marketing and public relations campaigns supporting sales goals.
- Raise consumer awareness and efficiently promote the distinctive features of services.
- Analyze and forecast existing and future consumer patterns.
- Promote business growth and development by developing and implementing marketing objectives, policies, and programs.
- Produce marketing collateral through brochures, flyers, and other branding materials like logos and social media assets.
- Offer recruitment and talent-sourcing services to potential clients in the Web3 and crypto spaces.
- Supervise a team of creatives composed of a graphic designer, a video editor, a content strategist, a social media manager, and a writer.
- Create engaging and informative campaigns (offline and online).
- Maintain SEO and SEM through paid ads, keyword research, competitor analysis, and copywriting techniques.
- Build sustainable relationships and partnerships with GameFi, NFT, crypto, and Web3 projects and companies.
- Perform PR campaigns and collaterals such as community engagement activities, events, PR articles, PR seeding, and influencer marketing.
- Prepare analytics, budget, marketing strategy, and communications planning reports.
- Keep abreast of the latest marketing strategies, technologies, and best practices to ensure the organization stays competitive.

**November 2021-February 2022**

Marketing Project Manager, [REDACTED]  
[REDACTED]

- Create a database of media and influencers for collaboration and marketing.
- Prepare schedules and decks for client meetings.
- Coordinate with suppliers to fulfill clients' requirements for shoots, events, PR kits, and marketing promotions.
- Develop, implement, and manage comprehensive marketing plans that align with the client's goals and objectives.
- Supervise cross-functional teams to oversee all aspects of marketing projects, including content creation, PR, advertising, and sales.
- Identify new marketing opportunities and channels to reach the target audience, including social media, email marketing, influencer campaigns, and events.
- Work closely with social media managers, marketers, graphic designers, and content strategists to ensure that all marketing efforts reflect the vision and quality of the game or project.

- Monitor and analyze marketing campaigns to continually optimize performance, measure ROI, and make data-driven decisions on improving future campaigns.
- Prepare and present regular reports to senior management on the progress and success of marketing campaigns and projects.
- Stay up to date with the latest marketing trends and technologies to continually improve the effectiveness and efficiency of marketing efforts.
- Manage relationships with third-party vendors, publishers, influencers, and partners.
- Develop and manage marketing budgets for multiple projects while ensuring maximum return on investment.
- Ensure all messaging and communication across all channels and platforms are consistent with the brand voice and values of the company.

**May 2021-November 2021**

Marketing Communications Officer, [REDACTED]

- Organize interviews, events, conferences, and public relations activities.
- Organize and implement workshops, webinars, and online events for the company and stakeholders.
- Produce scripts for events and online shows, and manage social media content for various platforms.
- Organize online events, webinars, and conferences.
- Prepare decks, presentations, and speeches for the [REDACTED]
- Submit technical and position papers on e-commerce-related bills and policies.
- Prepare reports on contracts, social media analytics, and SEO keyword research.
- Create plans to effectively promote products, services, and brand messaging to target audiences.
- Oversee the execution of integrated marketing campaigns across various channels, such as digital, social media, email, and print.
- Produce engaging and persuasive content, including website copy, blog posts, social media updates, press releases, and email newsletters.
- Maintain brand consistency by ensuring all marketing communication materials align with the established brand guidelines.
- Gather and analyze data on consumer behaviors, market trends, and competitors to inform marketing strategies and target audience segmentation.
- Use analytics tools to measure the effectiveness of marketing efforts, track key performance indicators (KPIs), and make data-driven recommendations for optimization.
- Establish and nurture relationships with media outlets, influencers, customers, and industry partners to increase brand visibility and drive business growth.
- Handle media inquiries, prepare press releases, and manage crisis communication when necessary.

December 2018-May 2021

Project-based TV and Film Production Assistant, [REDACTED]

- Support social media promotions and marketing campaigns for TV shows and films.
- Assist in events, public relations activities, and promotions for artists, TV shows, and films.
- Interview industry experts and case studies and turn them into scripts for shows.
- Pitch stories, topics, and themes to production managers, program managers, and directors.
- Review and write research treatments, writeups, audio-visual scripts, loglines, and production flows.
- Analyze TV and film ratings, social media engagement, and event and press release pick-ups.
- Manage and coordinate schedules, permits, location scouting, and equipment rentals.
- Assist in casting, organizing auditions, and coordinating with talent agents.
- Handle paperwork, including contracts, release forms, and production reports.
- Collaborate with the production team in setting up and organizing equipment, props, and costumes.
- Ensure that everyone involved in the production knows call times, scene changes, and production milestones.
- Help with various on-set tasks, such as distributing scripts, setting up lighting and camera equipment, and managing extras.
- Serve as a liaison between different departments and crew members, ensuring clear and efficient communication.
- Keep track of production budgets, receipts, and invoices to assist with proper financial documentation.
- Assist with any other tasks as assigned by the production manager, producer, or director to ensure the smooth running of the production.

## Skills

Adobe Premiere	Monday.com	Photography	Figma	Meta Business Suite	Research
Adobe Photoshop	Google Workspace	Video Editing	Klaviyo	Social Media Channels (Facebook, Instagram, Twitter, TikTok, Reddit, Medium)	Copywriting

Canva	Google Analytics	Photo Editing	Mailchimp	Seenly	SEO and Growth Hacking
Lightroom	AI tools (Rytr.me, Opuspro, Anyword, Copy.ai, ChatGPT,Dall -E2, and Midjourney)	Hootsuite	Semrush	Slack	Jira
Videography	Social Media Management and Content Creation	Trello	Hubspot	Technical and Creative Writing	Asana
Telegram	Public Relations and Event Management	Discord	Whatsapp	Zoho	Sendinblue

## Education

BA Communication  
2015-2018

