

EXPERIENCE

MARKETING COORDINATOR Code Fellows June 2016 – January 2017

Organically grew engagement across social media channels by 21% (Facebook), 136% (Twitter), and 262% (LinkedIn), in addition to building the company's highest-engagement channel from scratch (Instagram)

Worked with the marketing team to creatively concept, build, and measure social media campaigns

Drafted, edited, and published social media content daily

Used Google Analytics, Rival IQ, and other third-party tools to analyze and understand social media marketing results and repositioned campaigns based on them

Designed weekly newsletters for prospective students, growing its audience to 15,000 people

Partnered with the admissions team to increase student enrollments

Created email and digital marketing campaigns to generate new leads (curiosity piquers in the form of free info sessions) and re-engage old leads (event follow-ups)

Established a system for regularly engaging partners via a dedicated monthly newsletter and designed its template

SOCIAL MEDIA MANAGER Triumph Dining February 2012 – January 2013

Managed customer experience initiatives across all social media platforms

Created and monitored contests to bring in more followers and consumers, organically gaining over 1,500 followers across Facebook and Twitter

Managed Triumph Dining blog, hiring guest bloggers and supervising and editing their work

Posted accessible, fun, helpful, and innovative content at least 3x/week

Directly engaged with audience on social media platforms daily

Dealt with questions and problems to maintain consumer relationships

YOUTUBE REP Carley Knobloch February 2012 – August 2012

Managed and organized content on the Digitwirl YouTube channel and Carley K website for a regular Today Show and HGTV contributor during the time of peak expansion of her online presence

Helped create a functioning, clean and beautiful web presence to bring in more fans

Edited tech videos for YouTube channel and website by adding engaging captions, annotations, essential tags, and other advanced YouTube tactics to improve customer acquisition and retention rates

Managed all YouTube promotions

SOCIAL MEDIA MANAGER Cadence Biomedical September 2012 – April 2016

Managed multi-channel system and digital strategy of the Kickstart medical device to vastly improve customer acquisition, conversion and retention rates, bringing monthly contacts up 10,000%

Managed and built social media presence from scratch, growing the Facebook audience from 600 to 5,000 followers

Created compelling design and digital marketing deliverables (i.e. quarterly photo shoots, brochures, how-to guides, as well as a documentary style video about stroke patient that's received 30,000 views)

Stayed on top of the latest trends by monitoring related hashtags and leading social media feeds, as well as competitors

Managed and monitored monthly web and weekly social media analytics reports

Created monthly email campaigns and tri-weekly photo/ad campaigns

Worked to form partnerships with hospitals, physicians, and physical therapists

OWNER/PRINCIPAL Kiersten Marie Photo April 2013 – Present

kierstenmariephoto.com

Built business from ground up, bringing in over 200 clients

Grew and maintained a thriving social presence

Scheduled, directed, shot, edited, and managed sales for all photo shoots, roughly two to three times a week

Manage marketing and advertising

Hired and supervised photo retouchers and auxiliary photographers

PROFESSIONAL MUSICIAN Kiersten Holine January 2007 – Present

www.youtube.com/user/kierstenmh

Created Kiersten Holine brand from scratch

Promoted on Vans.com website as "Vans Girl," noted for success and innovative marketing tactics

Grew Youtube audience to over 34,000 actively engaged subscribers

Grew Facebook audience to over 6,000 actively engaged followers

Frequently make, manage, and moderate all Facebook, YouTube, iTunes, Soundcloud, Reverbnation, Bandcamp, Twitter, Tumblr, and Instagram content, including but not limited to creating and releasing an album that hit #23 in the singer/songwriter category of iTunes.

Was invited to sing with critically acclaimed musician, William Fitzsimmons

Opened for Rocky Votolato, Matt Pond PA, Noah Gundersen, and David Bazan

EDUCATION

SEATTLE PACIFIC UNIVERSITY 2007 – 2011 Art and Philosophy (double major)

SKILLS

ANALYTICS Google Analytics, Hotjar, Clicky, Rival IQ

SOCIAL MEDIA Twitter (1.5k followers), Instagram (2.6k followers), Youtube (32k subscribers), Facebook (6k followers)

EMAIL MailChimp

CONTENT MANAGEMENT WordPress, Hootsuite, Wix

GENERAL Word, PowerPoint, Excel, Outlook, Asana

DESIGN Photoshop, Lightroom, Illustrator, InDesign

TECHNICAL Basic/intermediate HTML /CSS