

KRISTINA CHARLES

MARKETING & PUBLIC RELATIONS PROFESSIONAL

(337) 789-2006 | kristinacharles14@gmail.com | **LinkedIn:** linkedin.com/in/kristinaecharles | **Portfolio:** www.kristinacharles.com



CAREER OBJECTIVE

Marketing and Public Relations professional with over six years of experience handling marketing materials, creating press releases, implementing and organizing events, and management experience. Also offering experience in creating news content, magazine articles, newsletters, and social media presence. Successfully fulfilled numerous career aspects as an Editor, Magazine Contributor, Writer, Marketing Assistant, and Modeling Instructor. Seeking a position that utilizes diverse skillset and education towards fulfilling the needs of an organization. Willing to relocate and serve in all capacities to reach the goals and mission of an organization.

EDUCATION

Master of Science in Marketing and Communications (Currently Pursuing)
Loyola University New Orleans

Bachelor of Arts in Mass Communication Concentration in Strategic Communications & Journalism (2020)
Loyola University New Orleans

Arts & Humanities with Pathway in Public Relations (2018)
South Louisiana Community College

CERTIFICATIONS

- Hootsuite Social Marketing Certification (2020)
- Hootsuite Platform Certification (2020)
- NASBA Center for the Public Trust Ethical Leadership Certification (2020)
- ACCUPLACER Certificate of Test Administration (2020)

EDITORIAL EXPERIENCE

Editor-in-Chief

HERRINGSTONE'S MAGAZINE | LAFAYETTE, LA | JULY 2021 - PRESENT

- Creating and implementing fashion magazine: *Herringstone's Boutique*.
- Created yearly content plans for the magazine and manage content submissions.
- Develop news articles, news releases, editorials, advertisements.
- Implement editorial standards and workflow for all content types.

Magazine Contributor

337 MAGAZINE | LAFAYETTE, LA | DEC. 2019 - JULY 2021

- Wrote, edited, and proofread text, utilizing APA format.
- Generated ideas for future stories and features that would interest the magazine's target audience.
- Maintained confidentiality, remained updated on privacy, defamation, and contempt laws.

Magazine Contributor

008 MAGAZINE | LAFAYETTE, LA | JUNE 2019 - JULY 2021

- Pitched monthly story ideas to editor, cultivated sources, fact checked articles, and adhered to company's tone.
- Maintained high attention to detail in a deadline-driven environment.
- Consistently met required deadlines, allowing more time for editing.

PROFESSIONAL EXPERIENCE

Administrative Coordinator III

*SOUTH LOUISIANA COMMUNITY COLLEGE | LAFAYETTE, LA
JAN. 2020 - PRESENT*

- Assist the Director of Career and Testing Services with program development and strategic planning.
- Create department's marketing material, such as flyers, monthly newsletters, and social media postings.
- Host seminars for individuals seeking career coaching and services.
- Manage online job board and physical job board postings.

Facebook Content Manager

*LOYOLA UNIVERSITY NEW ORLEANS SCHOOL OF COMMUNICATION & DESIGN
NEW ORLEANS, LA | JUNE 2020 - AUG. 2020*

- Implemented social media and communication campaigns to align with marketing strategies as a team with other scholars.
- Collaborated with professors, students, alumni, and community members for feature posting.
- Created SWOT analysis, Facebook personas, and marketing presentations to share with the department.
- Organized and updated editorial calendar.

SKILLS & COMPETENCIES

Adobe Creative Suite

Advertising

Analyzing Trends

APA Format

Audience Segmentation

Brand Management

Budgeting

Client Relations

Communication

Content Marketing

Creative Thinking

Digital & Online Marketing

Diversity & Inclusion

Editing

Editorial Opinions

Event Management

Facebook

Google Analytics

Initiative

Instagram

LinkedIn

Marketing Channels

Market Research

Media Outreach

Media Relations

Microsoft Office Suite

Multitasking

Press Releases

Prioritizing

Project Management

Public Relations

Researching

Salesforce

Sales & Negotiation

Scheduled Posting

Self-Direction

Snapchat

Social Media Analysis

Social Media Marketing

Social Media Releases

Strategic Marketing Plans

Stress Tolerance

Task Management

Twitter

Website Copy

YouTube

REFERENCES

Available Upon Request

Marketing & Advertising Assistant

JKR ADVERTISING | LAFAYETTE, LA | AUG. 2019 - JAN. 2020

- Organized and analyzed data, using various functions in Excel.
- Researched, analyzed, interpreted, and presented data related to markets and operations.
- Composed and edited email campaigns, ensuring they were error-free and engaging.
- Helped to grow sales by cold calling potential clients and car dealerships.
- Researched staff information and updated information into the database.

Staffing Manager

ELWOOD STAFFING | LAFAYETTE, LA | NOV. 2018 - JUNE 2019

- Performed employment marketing strategies to attract the best candidates.
- Placed over 100 applicants with employment during time served.
- Provided superb customer service, receiving positive reviews on the company's Google reviews.
- Utilized Staff Suite, Tracker, MVR Reports, and other software for employee verifications.
- Interviewed candidates, then conducted professional developments and trainings.

Marketing & Advertising Manager

BROTHER'S ON THE BLVD | LAFAYETTE, LA | MAR. 2018 - NOV. 2018

- Planned advertising on various outlets: radio, television, print, online media, and billboards, until the closing of the business.
- Evaluated the aesthetics of the website, including the layout and sketches.
- Initiated market research studies and analyzed their finding to reach market opportunities.
- Planned and implemented advertising and promotional campaigns.
- Negotiated and budgeted advertising contracts.

Marketing Assistant

SYSTEM FORWARD AMERICA | LAFAYETTE, LA | JUNE 2017 - FEB. 2018

- Prepared and delivered promotional events.
- Organized events, utilizing traditional or digital campaigns.
- Wrote marketing literature (brochures, press releases, etc.) to augment the company's market.
- Conducted marketing trainings alongside the Director of Marketing.
- Created collateral and presentation pictures, such as Power Points, documents, and spreadsheets.

Director of Education

BARBIZON USA | LAFAYETTE, LA | AUG. 2014 - DEC. 2018

- Managed marketing team, training young professionals in various marketing campaigns.
- Conducted photoshoots, fashion shows, music videos, orientations, and presentations.
- Supervised over 2,000 students and over 20 employees.
- Effectively communicated with corporate and management team in a timely manner.
- Evaluated instructor performance and effectiveness of training programs.

VOLUNTEER & INTERNSHIPS

- South Louisiana Community College Marketing and Communications Intern
Sept. 2020 - Oct. 2020
- KLFY News 10 | MMJ Internship | Sept. 2019 - Oct. 2019
- Society19 Magazine -| Editorial Intern | Sept. 2019 - Dec. 2019