

# KRISTIN JASPERS

Strategic Thinker | Analytical Problem Solver | Empathetic Leader

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## EDUCATION

### Wake Forest University School of Business

Master of Science in Management, Concentration in Strategic Resource Management

Winston-Salem, NC

May 2022

### University of Georgia

Dual Major: Bachelor of Arts in Advertising, Bachelor of Fine Arts in Dance

Athens, GA

December 2020

## SKILLS

**Certifications:** Twitter Flight School, Google Ads, PR Council Agency-Ready, UGA Arch Ready Professionalism, HubSpot Academy: Content Marketing, Inbound Marketing, Email Marketing, Social Media Marketing, and Digital Advertising

**Specialties:** Social Media Strategy, Branding, Project Management, Search Engine Optimization, Media Planning, Copywriting

**Technical:** Microsoft Office, Google Suite, Google Analytics, Mailchimp, WordPress, Squarespace

**Social and Digital:** Facebook Ads Manager, LinkedIn Campaigns Manager, Pinterest Ads Manager, Workable, Hootsuite, Sprout Social, Canva, iMovie, Adobe Photoshop, Adobe InDesign

## WORK AND LEADERSHIP EXPERIENCE

### Unique Loom

Graduate Student Consultant

Winston-Salem, NC

August 2021 – December 2021

- Served as project manager with the goal of improving team effectiveness by pushing the team towards a consensus when problems arose, promoting problem reframing
- Presented actionable recommendations that would increase rug sales for Unique Loom for the millennial generation, established through extensive market research and data analysis

### IANULY Talent Accelerators

Marketing and Operations Coordinator

New York, NY

January 2021 – September 2021

- Organically increased Instagram following by 48% and Facebook by 35% in a span of 3 months
- Monitored online outreach and promotion and performed keyword and cost/benefit analysis
- Utilized Facebook Ads Manager and LinkedIn Campaigns Manager to measure advertising performance for various campaigns with the goals of building brand awareness and ultimately generating new leads for the recruiting firm

### McCormick & Company

Graduate Student Consultant

Winston-Salem, NC

July 2021 – August 2021

- Analyzed McCormick's stock and broth brand for opportunities to increase sales and provided recommendations through comprehensive data analysis
- Collaborated in a team setting to develop a financial statement analysis by analyzing McCormick's financial records
- Conducted an industry analysis including a STEEPG analysis of the exogenous driving forces, a competitive analysis, and a Porter's Five Forces analysis

### TransFit Athens

Marketing Director

Athens, GA

January 2020 – January 2021

- Executed a rebranding campaign consisting of revamping the brand identity resulting in a 12% increase in social reach
- Researched the latest industry trends by conducting a SWOT analysis and analyzed insights on the social campaign
- Compiled takeaways from the industry trends and social insights into weekly briefs to consult with supervisor
- Mentored a team of 3 brand ambassadors over 3 months to help bring new customers into the personal training studio

### Weddings in Athens

Senior Social Editor and Coordinator

Athens, GA

August 2019 – December 2020

- Promoted from Social Media Intern to Senior Editor after 6 months to supervise a team of 10 interns
- Edited and revised content calendars and social media copy for correctness, comprehensibility, and AP Style

### University of Georgia Office of Global Engagement

Marketing and Public Relations Intern

Athens, GA

May 2019 – December 2019

- Organically increased number of Instagram followers 40% in a span of 3 months by using popular hashtags, frequently engaging with current followers and similar accounts, regularly using the story feature, and running various giveaways
- Coordinated media lists for potential sponsors, newsletters through Mailchimp, and promotional graphics for annual Open House Event consisting of approximately 50 students who are interested in participating in a study away program