

CHRISTINA KRAUS

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SUMMARY

I'm a creative strategist and designer seeking an internship for the summer of 2023. I am looking for an opportunity that will allow me to use and grow the skills I have obtained during my time at Kent State University.

EDUCATION

KENT STATE UNIVERSITY

Bachelor of Science

Expected May 2023

- Major in Advertising; Minor in User Experience Design
- Overall GPA: 3.98
Major GPA: 4.0
- Study Abroad Program in Florence, Italy

FIRESTONE HIGH SCHOOL

High School Diploma

2019

- Akron School for the Arts

SKILLS

- Strategy development
- Copywriting
- Design & photography
- Research & data analysis
- Strong work ethic
- Communication
- Creative mind
- Adobe Creative Suite
- Microsoft Excel
- Social media & content creation
- User Experience Design

RELEVANT EXPERIENCE

SOCIAL MEDIA MARKETING INTERN

Senior Benefit Advantage & the SBDC

06/2022-08/2022

- Developed a social media strategy to increase brand awareness, engagement, and traffic to website.
- Created original content (photos, videos, graphics, copy) for social media platforms.
- Analyzed data analytics to measure performance and consistently optimize content.

SOCIAL MEDIA MANAGER

Addicted Coffee Bar

04/2021- 12/2021

- Managed 5 social media platforms for 3 locations.
- Led photoshoots for the brand and advertised the business through frequent posts.
- Increased overall engagement for the company.

ADDITIONAL EXPERIENCE

SERVER

Black Iron Grille

06/2022- Present

- Service guests with food and beverage requests in a timely and professional manner.
- Have extensive menu knowledge to advise/up-sell when appropriate.

RECEPTIONIST

Senior Benefit Advantage

01/2022- 05/2022

- Provided administrative support and customer service to clients and staff.