

KRISTINA NOLAN

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EDUCATION

Saint Joseph's University, Philadelphia PA

Dual Major: Communications & English

Graduating May 2015

EXPERIENCE

Public Relations Intern, Breslow Partners

August 2014-December 2014

- Responsible for creating PR plans for major clients in the Philadelphia area
- Compiled media lists, message points, web articles, and worked with important members of the media to ensure client placement
- Organized and presented account proposals for new clients
- Updated social media sites: Twitter, Instagram, Wordpress, etc.
- Planned events for clients to build up their customer base
- Increased revenue by identifying new candidates for business

Marketing/Event Intern, Philadelphia Magazine

May 2014-September 2014

- Assisted in coordinating various marketing methods: direct mail, print ads, and social media development
- Organized events including exhibitions, charity outings, community outreach programs, and festivals
- Designed flyers, graphics, e-vites, and postcards for major events
- Reached out to community organizations and the general public about Philly Mag events and promoted the magazine through these efforts
- Personally generated 900 ticket sales

Marketing/Sales Coordinator, New View Gifts & Accessories

May 2012-Current

- Started as an intern communicating with customers about service needs, goals, and expectations
- Specialize in receiving sample merchandise and communications with design team on items to be mass produced
- Traveled to trade shows across the country to help sales team coordinate products for different retailers
- Attended conferences to network with others in the industry to develop new business opportunities

LEADERSHIP

Foreign Exchange Student, People to People Program

- Coordinated with 25 students to engage in discussion about the culture of Europe and its social and economic challenges and history

Fundraising/Activity Coordinator, Autism Speaks Organization

- Helped by engaging the community and local Saint Joseph's students in fundraising, awareness, and advocacy in efforts to help those affected by Autism

Liaison, WePac Organization

- Mentored elementary students in an after school program to develop a school newspaper, and helped to reopened and staffed libraries in West Philadelphia school districts

SKILLS

- Ambitious self starter that can implement/follow procedures/guidelines
- Excellent oral, written, and interpersonal communication skills
- Proficient in HTML & CSS
- Experience with 3D Printing
- Skillful in all aspects of social media: Facebook, Twitter, Wordpress, Instagram
- Strong ability to be creative, artistic, and innovative