

## Staisha Knight

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### The University of Texas, Coding Bootcamp, Austin, TX

April 2022

Full Stack Software Development

### Oklahoma State University, Paul Miller School of Communications, Stillwater, OK

April 2022

Bachelor of Science, Journalism and Communications

### Concordia University Texas, Austin, TX

Dec. 2013

Master of Business Administration, GPA 3.91

## CAREER RELATED SKILLS

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- Knowledgeable in HTML, CSS, JavaScript, jQuery, API's, Node.js
- Fluent in production programs including ProPresenter, Adobe Premiere and Final Cut Pro
- Advanced skills in influencing, communication, and storytelling
- Proficient with B2B and B2C marketing channels
- Highly efficient in Microsoft Word, PowerPoint, and Excel, and CRM

## WORK EXPERIENCE

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### Assistant Marketing Manager

Dec. 2014 – Oct. 2021

*Enterprise Holdings, Austin, TX*

- Generated high levels of consumer awareness through marketing and advertising engagement, including digital and face to face campaigns; resulted in 20% increase of sales, 25% increase in customers and 10% web traffic within three months.
- Implemented the use of Microsoft Dynamics CRM to track business trends and buying patterns; increased business growth and profits by nearly 30% in first year of implementation.
- Produced content for company's social media platform, The Pulse and YouTube channel to help the brand build a web presence.
- Collaborated with cross functional teams to create marketing events and community-building programs designed to engage employees.

### Production Assistant

Aug. 2018 – Aug. 2021

*Celebration Church, Austin, TX*

- Developed content and managed digital mediums including social media platforms, digital advertisements, and streaming platforms.
- Seamlessly produced live events by incorporating various production software such as Pro-Presenter, planning center, and photoshop.
- Supported technical director with equipment installation to insure completion of projects.

### Freelance Production Assistant

Aug. 2011 – Oct. 2016

*FOX Sports, ESPN, OSU Athletics, Various U.S. Locations*

- Transcribed interviews, press conferences, and other related sound events and responsible for producing various elements from events
- Created digital content for live television broadcast and social media outlets.
- Increased overall efficiency for various college game day experiences by assuring talent and staff needs were met.

## VOLUNTEER AND EXTRA-CURRICULAR ACTIVITIES

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### Volunteer Ambassador, A21, Austin, TX

May 2018 – Current

- Established strategies to effectively raise awareness of human trafficking across the United States, resulted in singlehandedly raising \$4,000.
- Participated in social media campaigns to educate, promote events, and spread awareness