

CHRISTINE KANOWNIK

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Marketing and Soft Skills

CRM integration and management, email marketing, marketing automation and personalization, SEO and SEM, brand development, paid and organic social media, content marketing, strategic marketing, and storytelling, proofreading, digital advertising, Google Analytics, A/B testing, CMS management, mobile marketing, lead nurturing, and growth. Team leadership, management, effective communication, organizational skills, flexibility, and grace under pressure.

Experience

Assistant Director of Marketing August 2017 - Present *Illinois Institute of Technology* Chicago, IL

- Created and automated over 300 dynamic emails campaigns for the graduate enrollment funnel, increasing engagement and click-through numbers by over 70%.
- Implemented a successful multi-tiered, cross-channel digital marketing campaign to foster brand awareness and customer growth through LinkedIn, Google Adwords, Facebook, and other outlets.
- Managed the editorial calendar and developed content with designers and videographers to create infographics, videos, flyers, advertisements, and more.
- Utilized Google analytics, focus groups, A/B testing, and reporting to analyze the effectiveness of each marketing effort.
- Served as a collaborative liaison across the university by forging relationships and partnerships with recruitment advisors, designers, and other internal and external stakeholders.
- Promoted and participated in several high-profile recruitment events both locally and abroad.

Marketing Manager September 2015 - August 2017 *Routledge* New York, NY

- Improved communication across the marketing and editorial departments by hosting monthly meetings to discuss concerns and upcoming projects.
- Acted as editor of two key professional blogs, Mastering Film and Mastering Photo, creating content such as articles and videos to post on the blogs three times a week.
- Hired three direct-reports and managed their training, schedules and workloads.

Senior Marketing Associate July 2012 - September 2015 *Cambridge University Press* New York, NY

- Spearheaded international rebranding campaigns across digital and print channels, working closely with colleagues in the United Kingdom.
- Planned and attended Cambridge's presence at global conferences and expos.
- Influenced and advised a group of six marketing team members across different departments.
- Improved upon budgetary and scheduling concerns by building relationships with external vendors to ensure the effectiveness of each marketing piece.

Education

M.F.A. in Writing *New School University* New York, NY
GPA: 4.0

B.A. in Creative Writing *North Park University* Chicago, IL
Cum Laude/GPA: 3.62

Technical Skills

Proficient with all Microsoft and Macintosh operating systems. Advanced knowledge of Microsoft Word, Excel, PowerPoint, Confluence, Photoshop, Indesign, Wordpress, Salesforce, Marketing Cloud, Adestra, Constant Contact, Hubspot, Survey Monkey, Function Point, Trello, Google Adwords and Analytics. Knowledge of intermediate HTML and CSS. Intermediate Spanish.