

# Kristopher Graham

17 West Thatcher  
Edmond, OK 73003

1(580) 656-4479  
[kgraham151@cox.net](mailto:kgraham151@cox.net)

## ***Education***

B.A. Advertising, May 2011  
University of Central Oklahoma

## ***Employment Experience***

September 2012 – Present: Freelance Advertising Consultant, Edmond.

- Advertising Consultant: Advise local businesses in social media strategy, public relations, ad design, and other marketing efforts. Duties include developing online marketing profiles, writing press releases, and running Facebook ads.

January 2012 - October 2012: Insight Visual Media, Edmond.

- Online Community Manager: Prepared an online community strategy for two national retail grocery brands. Integrated the social media strategy into clients' overall marketing efforts. Created an online voice for clients that communicated overall brand values. Posted engagement worthy content on Facebook, Twitter, blogs and other social media outlets. Identified trends on social media outlets and reported them to the clients. Tracked impressions, reach, influence and engagement to improve the overall social media strategy and content.
- Content Developer: Gathered information, wrote, published and organized content for two national retail grocery brands. Collaborated with creative team to create engaging content for Facebook, Twitter, and blogs. Approached bloggers to contribute to client blogs.

May 2011- September 2011: Charitables Consignment Shoppe, Midwest City.

- Social Media Planner: Planned and executed all efforts for social media outlets. Defined the online brand voice by publishing content that communicated company values. Directed and compiled all research on content that was published on social media networks.
- Brand Developer: Created brand awareness by showcasing consignors through social media. Brought to owner new ideas to resolve issues inhibiting business growth. Used Adobe Indesign to create ads.

May 2011 – October 2011: Camelot Financial Services, Midwest City.

- Advertising Director: Coordinated and executed all advertising efforts. Developed an overall advertising strategy. Created letters, newspaper inserts, mailers, and brochures for advertising purposes. Tracked online efforts for budgeting purposes.

**Positions Held While Attending College**

August 2009 – May 2011 (part time): University of Central Oklahoma Library, Edmond