Crystal Krajewski

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(860) 989-3195

**Profile:**

Ambitious candidate focused in integrated marketing communication with four years of marketing experience, in pursuit of a marketing and communications role in a dynamic working environment. An effective results-oriented team member with strong communication, writing and interpersonal skills interested in utilizing both professional and academic experiences.

**Competencies:**

▪ Promotion and Marketing Communication ▪ Client Relations

▪ Brand Management ▪ Team Oriented

▪ Event Management ▪ Time Management/Multi-tasking Skills

**Professional Experience:**

**Tufts University School of Dental Medicine**, Boston, MA September 2007 – may 2011 *Conference Coordinator, Division of Continuing Education*

* Assisted with marketing restructuring strategy including branding initiative, direct mail and email expansion, and increase in online presence
* Contributed in designing, developing and updating marketing material including creating and editing copy for email, direct mail and promotional pieces, coordinating timely distribution of all marketing pieces, and prepare conference signage
* Worked and communicated with in house editorial and web content staff to get conference information out to audience via print and web
* Organized and managed on-site continuing education conferences including coordinating room requests and building access, facilities requirements, set-up and clean up, speaker and sponsor materials, student employment for additional support, and catering (60+ annually)
* Involved with conference service area of division including assisting Director with local and international programs/events in terms of pre and onsite management of activities (IE room requests, facility requirements, set-up, hotel arrangements, transportation, outings/dinners/activities, and catering), assisting with the development and launch of marketing activities to other departments within Tufts and outside corporations to promote conference service business
* Managed participant and speaker information including registration, tuition payment, tracking tuition specials, letters of confirmation, certificates of attendance, speaker honorarium, travel remuneration, and material/vendor requirements
* Responsible for financial processes including processing and completing invoices, requisitions, purchase orders, and check vouchers; tracking approved payments and daily deposits; preparing financial reports and monitoring departmental transactions (Annual Revenue of 350K+)
* Assessed conference effectiveness by reviewing and analyzing participant evaluations
* Implemented and managed new event registration database including building database event hierarchy, integration of new system and data cleansing, creation of templates such as confirmation letters, certificates of attendance, badges, etc. and entering new participant registration and event information

**Emerson College**, Boston, MA January 2011 – May 2011

*Media Planner, Real-World Simulated Group Project-MBTA*

* Worked with group of six to develop a comprehensive Integrated Marketing Communications Plan for the MBTA online store
* Collected and analyze secondary and primary research pertaining to marketing strategy
* Assisted with creating communication and marketing objectives that respond to MBTA’s marketing problem
* Collaborated to develop strategic plan that serves as cornerstone for IMC campaign’s marketing tactics
* Devised a media strategy that included traditional media, new media, and social media to target audience within a conservative budget ($14K)
* Evaluated overall IMC campaign in terms of goals, objectives, strategy, tactics and result measurement

**Hartford Magazine/MRC**, Hartford, CT June 2006- August 2006

*Marketing Intern*

* Assisted in execution of promotional events including planning, coordinating, and onsite support
* Contributed to growth of publications, and thus company overall, by effectively supporting sales representatives at events
* Assembled and mailed promotional materials for publications and events including media kits and other promotional materials
* Supported sales representatives with selling advertising space, reviewing and revising advertising copies, and obtaining advertising approval from clients for publications
* Kept member database current
* Developed marketing and advertising skills and gained valuable knowledge about the magazine/advertising industry

**Bryant University**, Smithfield, RI September 2006 - May 2007

*Office Assistant, Amica Center for Career Education*

* Created promotional material to promote Amica Center for Career Education
* Designed and edited career focused promotional pieces for upcoming events
* Developed packets for Amica Center for Career Education as well as for career related events
* Managed student and company database
* Responded to questions and inquiries from students which resulted in increased participation in internship opportunities and events

**Education:**

**Emerson College**, Boston MA September 2009 - May 2011

*Master of Arts in Integrated Marketing Communication*

Graduate School of Communication

GPA: 3.69

**Bryant University**, Smithfield, RI September 2003 - May 2007

*Bachelor of Science in Business Administration*

Marketing and Management

GPA: 3.40

**Awards/recognition:**

Staff Recognition Award, Tufts University School of Dental Medicine

**Affiliations:**

American Marketing Association, Boston Chapter

**Computer Skills:**

Word, Excel, PowerPoint, Publisher, EventsPro Database, Peoplesoft