

KIRSTEN A. HILLING

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EDUCATION

The University of Texas at Austin <i>Austin, Texas</i>	Bachelor of Science and Arts, Biology, <i>College of Natural Sciences</i> Certificate/Minor: Business, <i>McCombs School of Business</i> Overall GPA: 3.44	May 2021 June 2020 – August 2020
The University of Texas at Austin, McCombs School of Business <i>Health Informatics and Health Information Technology Professional Certificate</i>	<ul style="list-style-type: none">• Intensive 9-week program with coursework including: Introduction to Health Informatics and Healthcare Analytics; Fundamentals of Health IT; Operational Models of Healthcare Systems/Business of Medicine; Project Management, Process Redesign, and Quality Improvement; and Technology Competencies in Health Informatics and Health IT• Hands-on experience featuring Electronic Health Records including eClinicalWorks and OpenEMR; interoperability exercises featuring Qvera Interface Engine and HL7, and a Health Information Exchange; as well as data analytics featuring MySQL, Excel and Tableau• 10-day practicum experience at eClinical Works learning from and reviewing software trainers	

EXPERIENCE

Nano – Marketing and Cultural Scientist Intern, Austin, Texas Spring 2020
A health/wellness startup that designs digital tools which offer content and monitor key wellness indicators to achieve peak health

- Conducted research and wrote articles explaining relevant health topics to readers that were outside of the science community
- Developed a media content calendar and planned posts to help re-brand Nano's vision through in-house curated health articles

Skin Authority, LLC. – Client Success Intern; Brand Manager, San Diego/Carlsbad, CA June 2017 – December 2019
Innovative health-tech inspired skincare company that manufactures and distributes skincare products to professionals worldwide

- Educated clients and professionals on skin health knowledge and specifically tailored skin care routines as a Certified Skin Coach
- Designed and implemented marketing plan for launch of patented environmental protection technology to maximize launch sales
- Supported clients and professionals by offering resources, creating relationships, and working directly with them via FaceTime
- Lead the development of an affiliate program from start to finish, generating \$1K in the process, and leading a team of 4 members
- Communicated with all other departments of the company to ensure maximum client success in the affiliate program
- Implemented plan for launch of patented environmental protection technology to maximize launch sales
- Helped team surpass goal of \$50K in revenue through client-facing campaigns featuring products of the month and new items

LEADERSHIP EXPERIENCE AND ACTIVITIES

Texas Business of Healthcare Association – Marketing Committee, Media Manager Fall 2019 – Present

- Planned marketable social media posts and emails to outreach to The University of Texas community
- Oversaw creation of new events, like guest lectures and socials, to encourage integration of new students in the club

Alpha Phi Sorority, Omega Chapter – Director of Parent and Alumni Relations, Sisterhood Committee Fall 2018 – Present

- Organized three weekend-long events, raising \$50K for the Alpha Phi Foundation and American Heart Association
- Coordinated sisterhood events, philanthropy events, and meals with various vendors and venues for over 300 people
- Created three different \$14K budgets to help the committees keep track of the various marketing and event expenses

ATX DECA – Recruitment Committee Fall 2018 – Spring 2019

- Planned for the upcoming recruitment season by organizing two events and outreach for prospective new members
- Facilitated meetings to brainstorm new ways to encourage membership and increase retention of members by 15%
- Leveraged advice of business-professional speakers to understand strategic elements of business ventures

SKILLS

- Extensive knowledge and work experience using Microsoft Office (Word, Excel, PowerPoint) and Apple iOS
- Proficient in SQL, Tableau, NetSuite, Google AdWords and Analytics, as well as several Electronic Health Record systems
- Educated in Science Communication, Immunology, Biology, Project Management, Implementation, and Business of Healthcare

ADDITIONAL INFORMATION

Certifications: Skin Authority Institute Certification (2018), HIPAA, Health Informatics and Health IT Professional Certificate (2020)

Languages: English, Working Knowledge in Spanish

Interests: Healthcare Interoperability, Social Media, Environmental Effects on Health, Public Health Innovations, Peloton Rides

Work Eligibility: Eligible to work in the U.S. with no restrictions