

KRISTEL BROWARD

164-20 Highland Ave. Apt. 2S, Jamaica, NY 11432 | 347-754-8695 | kristelb1997@gmail.com

Behance: www.behance.net/kristelb/ | LinkedIn: www.linkedin.com/in/kristel-b-561446124/

I am an experienced digital marketing and marketing communications associate with applicable background in the information technology, cloud computing, and IT consulting services. I also have extensive knowledge in graphic design and visual art elements and applications. With my passion for creativity, I believe that my experience in marketing equips me with the ability and skills to create robust design productions and effectively distribute them across various channels.

EMPLOYMENT HISTORY

Computer Resources of America | CRA, New York, NY *Marketing Communications Associate/Digital Marketing*

JANUARY 2017 - PRESENT

- Preparation and maintenance of regular reports on marketing performance across various platforms by collecting, analyzing, and summarizing marketing data (Google Analytics, Adwords, HubSpot, Social Media).
- Generate reports based on analysis of various website traffic sources to optimize SEO strategies.
- Create and deliver web and graphic design, web page wire-frames, whitepaper content and design layouts, case study design, brochure, client cheat sheets, ads, digital remarketing ads, and design graphics for events and holidays.
- Conduct research on articles and publications to promote on a regular basis across all company social media platforms.
- Create, coordinate and manage emailing campaigns with original content. Create emails in HubSpot and input into workflows for automation.
- Conduct research on trends within relevant industries, vertical markets and buyer personas in order to create topics for blog posts and whitepapers associated with services of CRA and the audience.
- Maintain communication on Basecamp for all content, reporting, troubleshooting, updates, etc. and ensure all content is delivered on time with an appropriate posting schedule established. Maintain a shared task list and updated minutes.
- Keep up to date with industry awards and applications, and events taking place relevant to the company. Upon receiving any awards, create press releases for distribution across the web. Also provide research on topics and resources for creating blogs and site content.
- Collaborate with team on establishing specified vertical market target audience personas and trend analysis to better tailor services and content creation. Work with other team members to research and develop changes within the company systems and services.
- Conduct and coordinate team meetings with SEO service suppliers and communicate with team members to manage and complete tasks.

Forever 21, Queens, NY *Sales Associate*

OCTOBER 2016 - JANUARY 2017

- Provide proficient customer service to all guests and customers, and assist guests and colleagues on sales floor.
- Efficiently carry out tasks assigned by managers.
- Maintaining order and tidy appearance of assigned work area while remaining alert for support of other areas.
- Remain active and provide additional support to other employees in other areas.
- Stay up to date on the visual layout and themes of sections throughout the stores and the organization of respective items within each.
- Effectively work as a team to accomplish daily tasks and sales objectives.

EDUCATION

CUNY Lehman College, Bronx, NY

Bachelor of Science Degree: **Computer Graphics and Imaging**

Expected Graduation: May 2020

GPA: 3.3

CUNY Borough of Manhattan Community College, New York, NY

Associate of Science Degree: **Multimedia Arts and Programming**, June 2017

GPA: 3.73

SKILLS AND ACCOMPLISHMENTS

- Proficient knowledge with Adobe CC Suite Applications: Photoshop, Illustrator, InDesign, AfterEffects, Bridge, CC Camera Raw, some Premiere Pro
- Proficient knowledge with Cinema 4D modelling and animating
- Proficient Digital Photography skills
- HubSpot Inbound Marketing Certified - December 2019
- LinkedIn Skills Assessment Passed in Adobe InDesign and Adobe Illustrator - December 2019
- Adobe Certified Associate (Visual Communication Using Photoshop CS6) - November 2013
- Completed introductory courses in Microsoft Office 2007 and 2013 Word, Excel and Powerpoint.
- Introduction to Computers certification from Global Technology Inc. - 2010
- Passion for the arts: visual, performing, digital, fashion, etc. Particular interest in drawing.
- Intermediate knowledge in HTML and CSS coding, and Java coding
- Knowledgeable in SEM and SEO