



PROFILE

KRISTIN ELIZABETH JACOBSEN

Address: Dallas, Texas
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Fashion and lifestyle public relations, marketing, and social media professional recently relocated to Dallas from NYC, looking to pivot into web design, specializing in UI/UX and creative solutions. Experienced in media communication, client relations, key relationship building, event planning, trend analysis, graphic design, copy and creative writing, editing, planning, analytics, and project management.



WORK

Feb. 2019 - Dec. 2020

Purple Public Relations • Senior Account Executive • Lifestyle

- Developed and maintained key editor and influencer relationships.
- Secured top media placements for travel, lifestyle, and hospitality clients by creative pitching, strategic partnerships, and events.
- Managed various projects, ranging from social media consulting to planning and executing launch events and openings.

Feb. 2016 - June 2019

Ladurée USA • Social Media Manager

- Managed the social strategy and community for Ladurée US (@ladureeus) social media accounts: Twitter, Facebook, Instagram.
- Created, planned, and curated content calendar and developed monthly analytical reports.
- Facilitated and oversaw all influencer partnerships.

June 2014 - Jan. 2019

Celine Kaplan Public Relations • Account Manager

- Began as Intern and worked up to Manager within three years
- Wrote press releases and developed press strategies for all clients in fashion, beauty, and lifestyle.
- Organized and oversaw client events and product presentations.
- Managed office. Hired and managed interns, maintained calendar, oversaw sample trafficking, shipments, and expenses.



SKILLS

- Microsoft Office & Google Suite
- Social media tools & analytics
- Photoshop / Adobe Creative Suite
- Copywriting
- French (intermediate)
- Programming:
 - HTML, CSS, Javascript, jQuery, SQL, PHP, React Framework, Bootstrap, Express
- UI/UX
- macOS user



EDUCATION

2020 - 2021

Columbia University

Certification in Full Stack Web Development

2010 - 2014

Texas Christian University

Bachelor of Science in Fashion Merchandising
Minor in English & Writing