



## PROFILE

# KRISTIN ELIZABETH JACOBSEN

**Address:** Dallas, Texas  
**Phone:** +1 (817) 907-4849

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