



# BRYAN KRISTENSEN

## ABOUT

Digital Marketer skilled at executing and optimizing successful marketing campaigns. Promotes products efficiently through multiple digital strategies. Achieves consistent success with excellent planning skills and proactive campaign tracking.

## PROFESSIONAL SKILLS

SEO and Google Analytics  
Adobe Suite  
Microsoft Office  
Video editing  
Social media strategy  
Social media management software  
Marketing  
Project management  
Team management  
Email marketing  
Web content development  
Corporate blogging  
Copywriting  
Media Relations

## PERSONAL SKILLS

Organized  
Proven leader  
Time management  
Team player  
Creative  
Fast learner  
Motivated

## CONTACT

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## WORK EXPERIENCE

### SENIOR ADVERTISING COORDINATOR

Hal Leonard | Oct 2017 - Apr 2020

- Implemented multi-channel marketing plans to drive increases in sales
- Increased Hal Leonard's overall reach across social media platforms, maintaining an average yearly follower growth of 6.3%
- Managed company public relations, raising brand awareness through consistent marketing efforts and product campaign launches
- Utilized keyword SEO tactics and Google Analytics to drive an increase in product reach

### PROJECT MANAGER/APPLICATION COORDINATOR

EPIC Systems | June 2016 - Sept 2017

- Managed the implementation of multi-million dollar EHR software at multiple hospital organizations
- Designed project plans, presentations and installation strategies while working with operational leaders to ensure project progress and deliverables remained on strict deadlines
- Oversaw teams of analysts, trainers and clinical informatics professionals to design efficient end user workflows and successful training programs

### SOCIAL MEDIA AND VIDEO INTERN

Wisconsin School of Business | Aug 2015 - May 2016

- Developed marketing content such as blogs, promotional materials and advertisements to increase interactions with students, alumni, and business partners
- Assisted in creation process of content marketing videos for the various BBA and MBA programs

### NBC NEWS INTERN

NBCUniversal | May 2015 - Aug 2015

- Managed NBC News' Education Nation and Parent Toolkit social media accounts, reaching an audience of 251,000 followers
- Generated blog posts on different academic, health, and social-emotional learning topics for parents and educators, reaching over 156,044 unique visitors
- Compiled research and information on site and account analytics for NBC Learn, presenting reports to editorial staff and financial partners

## EDUCATION

### BACHELOR OF ARTS, JOURNALISM AND STRATEGIC COMMUNICATION

University of Wisconsin-Madison | 2012 - 2016  
GPA 3.43