

TESS KRAMER

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EDUCATION

UNIVERSITY OF SAN DIEGO, KNAUSS SCHOOL OF BUSINESS
Master of Science in Business Analytics

San Diego, CA
Jun. 2025 – Dec. 2026

CHAPMAN UNIVERSITY, GEORGE L. ARGYROS COLLEGE OF BUSINESS & ECONOMICS
Bachelor of Science in Business Administration, Minor in Data Analytics

Orange, CA
Aug. 2020 – Dec. 2023

- Trustees Scholar

EXPERIENCE

KINDO AI

Digital Marketing Intern

Santa Monica, CA

Dec. 2023 – Mar. 2024

- Increased impressions by 70% month-over-month and clicks by 40% through the creation of 150 CMS web pages as part of a Programmatic SEO strategy, significantly enhancing online visibility
- Achieved a 6-10% engagement rate on LinkedIn, exceeding the 1.2% benchmark, by effectively reaching core B2B audiences with targeted content strategies that resonated with stakeholders
- Boosted organic social media presence by implementing mobile-first content and community-focused strategies, along with increasing posting frequency, leading to enhanced audience engagement and brand awareness
- Identified new growth opportunities by conducting thorough research using SEMrush, evaluating the time cost versus potential benefits, and coordinating interviews with key stakeholders to inform strategic decisions

POWER DIGITAL MARKETING

Paid Social Marketing TikTok Intern

Los Angeles, CA

Sept. 2023 – Dec. 2023

- Enhanced TikTok ad performance and significantly increased ROI by effectively managing ad accounts with budgets between \$10,000 and \$50,000, collaborating with Paid Ad Strategists to optimize campaigns for Fortune 500 companies, resulting in higher campaign effectiveness
- Strengthened online presence and achieved exceptional engagement metrics by overseeing content creation, scheduling, and reporting for social media accounts through both organic and paid strategies, driving increased audience interaction and brand loyalty
- Provided valuable insights for data-driven decisions by utilizing TikTok's analytics tools for in-depth research and trend analysis, leading to improved campaign performance and strategic adjustments based on audience behavior
- Improved marketing investment optimization by developing a comprehensive understanding of the purchase funnel across marketing and product touchpoints, allowing for the identification of key opportunities for enhancement that maximized resource allocation

THE DEFIANT AGENCY

Marketing and Public Relations Intern

West Hollywood, CA

Jul. 2023 – Oct. 2023

- Increased organic engagement by 25% and grew the follower base by 500 by effectively managing social media accounts and implementing targeted content and community engagement strategies, fostering a more active online community
- Boosted media coverage by 15% and enhanced brand visibility by assisting in the development and execution of PR campaigns, strategically pitching stories, and leveraging media relationships, which resulted in broader public awareness
- Secured coverage in national and local publications by drafting compelling press releases, media pitches, and other materials, significantly elevating the public profile of the company and its clients

BOXXIE

Social Media, Marketing, and Fulfillment Intern

Torrance, CA

May. 2023 – Aug. 2023

- Streamlined company operations and improved customer satisfaction by assisting the CEO with executive productivity, process optimization, and order fulfillment, leading to more efficient workflows and enhanced client experiences
- Increased brand visibility and ensured a cohesive online presence by managing social media content across multiple platforms, and driving organic growth and audience engagement, which contributed to a unified brand identity
- Strengthened business partnerships and enhanced client satisfaction by collaborating with industry leaders such as Red Bull, Amazon, and Grubhub to deliver impactful corporate gifting solutions through targeted campaigns, resulting in mutually beneficial relationships

SANDY FEET INITIATIVE

Digital Marketing Consultant

Orange County, CA

Feb. 2023 – Aug. 2023

- Planned and developed comprehensive digital marketing strategies for SFI, a non-profit organization, resulting in a 22% increase in website traffic through targeted SEO and content optimization, effectively enhancing online visibility and supporting the organization's mission
- Led a digital marketing team of five, fostering collaboration and driving the successful implementation of initiatives, which contributed to improved team performance and project outcomes
- Utilized Google Analytics for in-depth SEO analysis and web monitoring, enabling data-driven decisions that enhanced website performance and facilitated the successful management of the Google Ad Grant Campaign, securing over \$10,000 in monthly funding

SKILLS & CERTIFICATIONS

- **Programming & Technical Tools:** Proficient in Python for data analysis and automation; experienced with libraries like Pandas and NumPy. Skilled in Tableau, Looker, and Google Analytics for data visualization and insights. Familiar with PR software such as Meltwater, Cision, SEMrush, Capterra, and Muck Rack
- **Project Management & CRM Systems:** Familiar with Agile project management and tools such as Asana, HubSpot, Salesforce, Sprinklr, and Hootsuite to optimize workflows and campaigns
- **Design & Certifications:** Adept in Figma, Canva, Microsoft Office (Word, Excel, PowerPoint), and Adobe Creative Suite design, content creation, and productivity. Completed certifications in Data Analytics Accelerator (Chapman University), Database Design, HTML & CSS, and TripleTen Data Science