

KIRSTA KRIVOSHEIN

SOCIAL MEDIA SPECIALIST

CONTACT

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EDUCATION

UNIVERSITY OF WISCONSIN - OSHKOSH

Bachelor of Arts (B.A.) - Public Relations

September 2018 - December 2022

CERTIFICATES

Inbound Marketing Certificate,
HubSpot Academy, 2024

Social Media Marketing Certificate,
HubSpot Academy, 2024

CITI Program Certificate, 2022

Mimic Public Relations, Stukent, 2021

SKILLS

- Creative Writing - AP style, Social Copy, Captions
- Email Marketing
- Adobe Creative Suites
- Social Media Strategy
- Content Curation
- Search Engine Optimization
- Graphic Design
- Website Design
- Analytical Skills

SUMMARY

Creative and strategic marketing specialist with three years of experience specializing in hospitality and beauty brands. Advanced skills and passion for creative brand storytelling through cohesive social media, video marketing and photography. Adaptable management of fast-paced and results-driven social media content, campaigns, and events.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA SPECIALIST

Apostle Islands Area Campground

2022 - Present

- Created and designed content for a digital guest management software reaching an audience of 21k.
- Increased AIA's Facebook follower count to 2.3k, increasing revenue on average 5% per post in 6 months.
- Pitched, developed and produced a short Youtube video with 4.7k views.
- Developed and executed marketing emails that drove significant website traffic and generated leads, resulting in a 22% increase in website clicks.

SOCIAL MEDIA INTERN

Kinley Kay Beauty Studio

2021-2022

- Curated content across 4 social channels ensuring a cohesive brand identity.
- Created and edited strategic content for Instagram ad campaigns including Instagram reels, posts, stories and highlights.
- Assisted in planning for an experiential event that drew 200+ attendees, selling out of all luxury services.
- Wrote creative copy for social posts with 100% grammatical accuracy.