Kristen Jones

kristenjones162@gmail.com

706-326-2328

Passionate creative seeking to impact the world through art and creativity

WORK EXPERIENCE

Marketing & Branding Consultant
AUGUST 2018 - PRESENT, COLUMBUS, GA

Sygie International, Writing Strategist
- Strategize company growth & development methods for customer base
- Proofread & edit product content for publishing
- Create & manage email marketing campaigns

Hella Real Talk Show
- Establish brand identity & strategize brand presentation strategy
- Manage social media pages, review insights & analytics, & track growth
- Create & manage marketing calendar

Fresh Heir Media Group
- Strategize brand presentation methods
- Redesign website & write website content

Marketing & Communications Director, *Black Art in America*
AUGUST 2018 - OCTOBER 2018, COLUMBUS, GA

- Worked directly with organization founder to produce the BAIA Fine Art Show Philadelphia
- Collaborated with Philadelphia organizations to secure event sponsorships & advertisement
- Inventoried over 750K in artwork & managed event operations

Marketing & Catering Coordinator, *Chick-fil-A*
MAY 2017 - MAY 2018, ATLANTA, GA
- Established effective training methods for catering execution & performance
- Redirected event focus to attract appropriate target market & customer base
- Served as company liaison for recruitment, community events & corporate trainings

Marketing Assistant, *Georgia State Athletics*
NOVEMBER 2013 - MAY 2016, ATLANTA, GA
- Conducted research for marketing & brand presentation methods
- Developed marketing & promotion strategies to increase event attendance & crowd engagement

EDUCATION

Bachelor of Business Administration in Marketing, Georgia State University

MAY 2017, ATLANTA, GA
*Awarded GSU Marketing Roundtable Outstanding Student Scholarship for Robinson College of Business
*Awarded Mary Kathleen Berry University-Wide Scholarship for outstanding academic performance

QUALIFICATIONS
Creative, Proactive, Problem Solver, Resourceful, Critical Thinker