



CHRISTY

MARKETING & CONTENT PROFESSIONAL

SUMMARY

Marketing and content professional with experience in social media management, graphic design, branding, video production, and content creation. Skilled in Adobe Creative Suite, Canva, and digital marketing strategy, with proven success managing projects, developing visual assets, and leading teams in fast-paced environments.

EDUCATION

- **DRAKE UNIVERISTY**
Journalism and Mass Comm.
2008 - 2012

CORE SKILLS

- Content Creation
- Social Media Management
- Graphic Design
- Brand Development
- Adobe Creative Suite
- Canva
- Video Production and Editing
- HeyOrca
- Marketing Campaigns
- Visual Communications
- Project Management
- Team Leadership
- Client Relations
- Diverse Industry Knowledge

CONTACT

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CAREER EXPERIENCE

- **DC TEAM LEADER**
Field Fastener | 2023 - Present
 - Promoted within five months based on performance and leadership.
 - Designed marketing collateral and promotional assets for company fundraising initiatives.
 - Created facility-wide visual communications and signage.
 - Reduced inventory levels from 88% to 74% through process improvements.
- **SOCIAL MEDIA MANAGER**
Blue Cricket Media | 2021 - 2023
 - Developed social media strategies and content calendars for clients across multiple industries.
 - Created branded graphics and content using Adobe Creative Suite and Canva.
 - Managed publishing, approvals, and client collaboration through HeyOrca.
 - Maintained multiple client accounts while ensuring consistent brand messaging.
- **MARKETING COORDINATOR**
Bishop Beale Duncan | 2018 - 2021
 - Supported company-wide rebranding initiatives.
 - Designed aerial property visuals, maps, and proposal graphics for municipal and commercial clients.
 - Created a centralized digital asset library and workflow system to improve efficiency.