

KRISTIN KARAM

Renfrew, PA 16053

724.504.2730

kristinkaram17@gmail.com

kristinkaram.com

LICENSES & CERTIFICATIONS

Google Digital Marketing &
E-commerce Certificate

Meta Marketing Analytics
Specialization

Google Ads Search Certification

Google Analytics Certification

Snapchat Essentials

PLATFORM KNOWLEDGE

Meta Business Suite, Google
Business, Google Analytics, Bing
Places, SEMRush, Hootsuite,
Microsoft Office Suite, Adobe
Creative Cloud, Tableau, Wordpress

SKILLS

Content Creation, Graphic Design,
Video Editing, Copywriting,
Social Listening, Community
Engagement, Reputation
Management, Campaign Analytics
and Strategy, Email Marketing,
SEO, SEM, SQL, Python

Professional Experience

Social Media Director I Recon Brewing

Butler, PA • August 2021 - present

- Improve internal communication and increase collaboration with kanban tools
- Design and implement social media strategy to achieve business goals
- Coordinate with third-party vendors for promotional and charity events
- Share data analytics with owners, general managers, and leads

Social Media Manager I Recon Brewing

Butler, PA • May 2016 - August 2021

- Launched brand Facebook, Instagram, Twitter, TikTok, and LinkedIn pages
- Grew Instagram account to 4,000 followers by focusing on organic growth
- Monitored and engaged with digital community on a daily basis
- Maintained website and social platforms for accuracy and SEO

Digital Marketing Manager I Diehl Automotive Group

Butler, PA • May 2018 - August 2021

- Developed and designed marketing campaigns for social, print, and broadcast platforms
- Created social media initiatives to increase brand awareness and engagement
- Managed reputation management for all locations through social reviews and posts
- Evaluated website for mobile performance and SEO opportunities

Social Media Manager I Buhl Insurance Agency

Butler, PA • November 2016 - August 2017

- Monitored community activity to increase engagement and improve awareness
- Created promotional advertisements for local sponsorship opportunities
- Developed and implemented marketing strategies across social media
- Captured and created content for social media platforms

Assistant Sports Information Director I Juniata College

Huntingdon, PA • April 2015 - July 2016

- Developed unique content, promoted engagement ,and monitored social media accounts
- Managed student worker schedules and provided opportunities for professional growth
- Introduced live tweeting during events to increase engagement with community
- Produced media guides, programs, news releases and other multimedia materials

Education

Bachelors of Science in Communication Minor in Sports Management

Slippery Rock University

Internships:

Media Relations - Pittsburgh Pirates (2013)
Production Assistant - ROOT Sports (2014)

Member of:

The Rocket - Student Newspaper
Society of Collegiate Journalists
National Broadcasting Society

Sports Management Alliance
University Program Board
Co-ed Cheerleading
WSRU-TV