

# KRISTIN KARAM

Renfrew, PA 16053

724.504.2730

kristinkaram17@gmail.com

kristinkaram.com

## SOCIAL MEDIA

### Skills

Content Creation, Graphic Design,  
Copywriting, Social Listening,  
Community Engagement,  
Reputation Management

### Platform Knowledge

Facebook, Twitter, Instagram,  
TikTok, YouTube, LinkedIn, Yelp,  
Bing Places, Google Business,  
Hootsuite, Tweetdeck, SEMRush,  
Canva, Creative Cloud Express

## SOFTWARE

### Microsoft Office

Word, Power Point, Excel

### Adobe Creative Cloud

Photoshop, Premiere Pro,  
inDesign, Illustrator

## LICENSES & CERTIFICATIONS

### Google Digital Marketing & E-commerce Certificate

completed Feb. 2023

### Google Ads Search Certification

expires Oct. 2023

### Google Analytics Certification

expires Oct. 2023

### Snapchat Essentials

expires Oct. 2024

## 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