

# KRISTEN A. SMITH

740 Yorkshire Drive, Virginia Beach, VA 23452 | 757-285-8887 | kristen.ashby.smith@gmail.com |  
www.linkedin.com/in/kristenashbysmith | www.kristenashbysmith.me

## PRIMARY SKILLS & SUMMARY

Adobe Creative Suite & Cloud	Microsoft Office Suite	Website Design & Development
Social Media Marketing	Google Analytics	MailChimp
WordPress	AP Style	Research & Analysis
Written & Verbal Communication	Editing & Proofreading	Photography & Videography
Content Marketing	Project Management & Organization	Interpersonal Communication
Search Engine Optimization	Strategic Planning	Time Management

I'm a media professional with more than 4 years of experience in the marketing and communications industries. I'm seeking a new opportunity, which will embrace and utilize my skills, experience, and enthusiasm to your organization

## PROFESSIONAL EXPERIENCE

**May 2014 – Present**

**Media Promotions Manager, Jae Sinnett / J-Nett Music, Hampton Roads, VA**

Working with the artist to plan, develop and promote comprehensive media campaigns for **Subject to Change, Zero to 60** and **The Americana Groove Project**, as well as numerous events related to his music career.

- Developed multiple email marketing campaigns to promote his events and accomplishments using MailChimp, resulting in an average open rate of 37.3% and an average click rate of 6.9%
- Created and updated 3 new WordPress websites tailored to the album releases and Jae's personal brand, resulting in a 94.7% increase in website traffic and a 60% increase in album sales
- Regularly updating the artist's digital media presence to stay current with changing trends
- Implemented a successful marketing strategy resulting in a number one ranking for **Zero to 60** on the national JazzWeek Radio Chart for the week of April 4, 2016
- Rebranded his Zero to 60 Quartet by developing a successful marketing strategy resulting in near capacity audiences at their performances from 2016-2018
- Created 3 electronic press kits to promote **Zero to 60**, the quartet's performances, and the artist's personal brand using InDesign

**May 2014 – June 2014**

**Computer Intern – Three Oaks Elementary School, Virginia Beach, VA**

Trained on troubleshooting procedures for use during SOL test delivery. Checked all printers to see if reams of paper needed to be added daily.

- Reviewed and analyzed approximately 1000 teacher webpages of all 56 Virginia Beach elementary schools
- Managed the technical requirements of an elementary school of approximately 800 students, 500 desktops and laptops and 150 iPads
- Organized 100% of workstations in the computer lab and library daily

## VOLUNTEER WORK

**February 2017 – Present**

**Communications Director, Young AFCEAN Hampton Roads Chapter, Hampton Roads, VA**

## EDUCATION

**Graduation Year: 2014**

**ECPI University, Virginia Beach, VA**

Bachelor of Science in Computer and Information Sciences

*Concentration in Web Development*

**Awards and Honors:** Dean's List (July 2012 – March 2013 Terms)

**Graduation Year: 2010**

**Regent University, Virginia Beach, VA**

Master of Arts in Journalism

**Awards and Honors:** Who's Who Among Students in American Universities and Colleges (2010)

**Graduation Year: 2007**

**Virginia Wesleyan University, Virginia Beach, VA**

Bachelor of Arts in Interdivisional Studies

**Awards and Honors:** Dean's List (Fall 2006 Semester), Honorable Mention List (Spring 2007 Semester), First Place Award for Picture Story or Essay from the Virginia Press Association (2006)