

Kristen Pascual - Social Media Manager

574-807-2340 | KristenMpascual@gmail.com | www.kristenpascual.com

SKILLS

Graphic Design & Editing: Adobe Lightroom, Premiere, Photoshop; Canva, Capcut

Project Management: Asana, Microsoft Office, Trello, Notion, Slack, Discord, Google Drive

Web Design: Wix, Square Space

Content Creation: Photo & Video Production (short & long form), Editing, Copywriting

Social Media Proficiency: Instagram, Facebook, Twitter, TikTok, YouTube, LinkedIn

Scheduling Tools: Hootsuite, Later, Sprout Social, Meta Business Suite,

Influencer Marketing

Analytics & Data Interpretation: Google, Facebook and TikTok Analytics

Emailing: Mailchimp, Constant Contact

EXPERIENCE

Vala Marketing, Elkhart, IN - *Account Manager*

January 2023 - March 2024

- Managed a diverse portfolio of 15 clients, overseeing social media accounts and creating engaging content to align with industry trends, achieving an average 7% engagement rate across all accounts in 2023 to present.
- Executed Meta and Google ad campaigns for clients, ensuring optimization and alignment with objectives.
- Developed SEO-focused blogs, strategic campaigns for giveaways and high traffic events, maintained frequent client communication, employed data-driven analysis for campaign performance, and effectively managed client concerns while meeting project deadlines and brand strategy milestones.
- Elkhart County CVB's [Downtown Elkhart](#) campaign received "Best Cooperative Partnership Award" at annual Indiana Tourism Awards 2024

KCommunications, Chicago, IL - *Digital Marketing Manager*

June 2019 - October 2021

- Mentored student interns, fostering their professional growth.
- Managed clients and 22 social media accounts, implementing effective digital marketing strategies. Grew [Mitsuwa Marketplace](#) instagram following organically from 12k to 52.5k followers
- Led website design, publication distribution, and PR coordination for multiple clients as well as restaurant grand openings in Chicago area and California

IES Abroad, Chicago, IL - *Video & Social Media Intern*

June 2019 - September 2019

- Edited diverse videos including student interviews, social ads, and event promos
- Managed content selection, post scheduling, and caption writing for social media platforms.
- Assisted in organizing student photos for the IES photo contest, researched archived videos for location promos, and managed the YouTube channel.

EDUCATION

Loyola University, Chicago, IL - *Film & Media Production*

August 2015 - May 2019