



## CONTACT ME

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## EDUCATION

**Loyola University Chicago**  
**BA Film & Digital Media**  
2015-2019

**Education Abroad**  
Seoul, South Korea 2018 (1 Semester)  
Puerto Rico 2019 (Capstone)

## SKILLS

- Adobe Lightroom, Premiere, Photoshop
- Microsoft Office
- Web Design (Wix)
- Graphic Design (Canva)
- Photo & Video Production & Editing
- Copywriting
- Social Media (Instagram, Facebook, Twitter, Tiktok, YouTube)
- Administrative skills (client & student intern management)
- Social media scheduling (Hootsuite, Later, Sprout Social)
- Influencer Marketing

# Kristen Pascual

## WORK EXPERIENCE

**Social Media Manager** 2022 - Present  
**Freelance | South Bend, IN**

- Office assistant - uploading and entering 2,000 Inventory items on WordPress.
- Managed social media accounts - Facebook and Instagram
- Copywriting for social media accounts
- Shot and edited social media content (video and photo)
- Designed business materials for various clients: brochures and business cards
- Designed websites and occasionally update them

**Photographer** 2015 - Present  
**Freelance | Chicago, IL & South Bend, IN**

- Main photographer for paid photoshoots such as a clothing brand, family, and senior portraits, and live events.
- Client management from booking to sending deliverables.
- Proficient in editing RAW camera files and shooting with DSLR cameras with various lenses.

**Digital Marketing Manager** 2019 - 2021  
**KCommunications | Chicago, IL**

- Interviewed, supervised, and trained as many as four interns every school semester.
- Managed 8-12 client accounts and around 22 social media accounts
- Directly managed Mitsuwa Marketplace's social media accounts (Instagram & Facebook)
  - Instagram following increased from 12k to 52.5k (@mitsuwamarketplace)
- Designed and managed multiple websites: publishing, manufacturing, restaurant, and supermarket clients.
- Assisted in publishing an e-book/paperback. Had it placed on multiple platforms: Amazon marketplace, Kindle Direct Publishing, and the client's website.
- Assisted in Public Relations tasks by coordinating with the press and influencers, and managing events and grand openings for restaurants.
- Copywriter for social media content, press releases, blogs, and email campaigns
- Produced videos for social media accounts from concept to final product.
- Product and portrait photographer for websites and social media
- Researched social media trends to strategize and produce quality and up-to-date content.
- Created social media reports every month

**Video & Digital Media Intern** 2019  
**IES Abroad | Chicago, IL**

- Edited various videos for promo or student features for social media
  - Examples: student interviews, social ads, announcements, event/location promo
- Chose content, scheduled posts, and wrote captions for social media
- Assisted in IES photo contest - organized student photos in their database
- Researched several archived videos to create promos for different IES study-abroad locations
- YouTube channel management - uploaded files and communicated with participants accordingly