

Kristina Mazzola

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EXPERIENCE

Fit Fun Five One February 2017 - Present, Founder, President

- Build & manage fitness social media account (@kristinaamaz)
- Build over 6000 followers under 2 years & Cultivated over 80 Clients in 1 year
- Curate content/post to Instagram, Facebook
- Blog writing
- Fitness programs & personal training plans

Madison Square Garden February 2109 - Present, Administrative Support

- Pull, Track, Organize Invoices
- Track/complete long term assignments by appointed deadlines
- Report progress to Superior
- Update/record progress in Excel

Creative Plan Designs (Financial Planners) June 2017- Present

- Develop original blog pieces related to the financial industry and retirement planning
- Research and understand complex financial/retirement plans and translate into easy to understand language

EGC Group (Digital Marketing Agency) June 2018 - August 2018, Summer Internship

- Engage in brainstorming meetings for campaign and marketing ideas
- Develop content calendars for Kiss/imPress nails, CityMD
- Help clients organically grow social media following
- View and learn from Google Analytics
- Write blog articles for EGC Marketing Website

The Marketing Boutique (Digital Marketing Agency) June 2108 - August 2018, Client Consultant

- Engage in client meetings/Responsible for all contact/interaction with assigned clients
- Brainstorm branding projects
- Solicit client meetings with third party vendors.
- Developed a 3 month marketing campaign for DashboardNY (available for listening on Forbes)

Innersite Design (Digital Marketing Agency) Fall 2015 - Present, Social Media Manager

- Develop content calendars
- Develop & edit video content/Image manipulation
- Post to Instagram & Facebook for corporate/retail clients through Hootsuite
- Increased Instagram followers by 15% in 2 months for EMF Market

New York Institute of Beauty (NYIB) Fall 2015, Head Intern for Fashion Week

- Consolidate & organize social media accounts
- Post to Facebook, Twitter & Instagram
- Monitor and mentor other interns

Boss Media Group, LLC (Production/Media Company) Spring 2014 - Present, Social Media Director

- #whoisBeverly short film generated 900 likes on FB in 2 weeks

EDUCATION

Clemson University, Clemson, South Carolina, 8/2015 - 12/2018

Bachelor of Arts in Communication & Mass Media Studies, Minor in Psychology
• Emphasis on Public Relations and Marketing

SKILLS

- Proficient in Social Media Targeting/Communication
- Engage customers and target prospects while leveraging influencers
- Experience with Google Analytics, Facebook Insights, Twitter Analytics, Instagram Insights, Hootsuite
- Excellent Communication Skills/Public Speaker
- Proficient in WordPress, Premiere Pro, MS Word

VOLUNTEER

Marcie Mazzola Foundation, Founding Committee Member

- Organize/coordinate volunteers, manage charity events

Alpha Chi Omega

- September 2017 - December 2017, Vice President of Philanthropy
- December 2016 - May 2017, Assistant Vice President of Philanthropy