



# KRISTEN HARLOW

PORTFOLIO: KRIS10HRLW.WIXSITE.COM/ADVERTISING

## ABOUT ME

For me, the descent into marketing and advertising started from the combination of a Jarritos Mexican Soda ad and the binge watching of "Mad Men" during my senior year of high school. Fortunately, 17-year-old Kristen picked a degree and career path that present-day Kristen is still absolutely wild about.

## RELEVANT WORK EXPERIENCE

### Dosh | Social Media and Brand Coordinator

[September 2018 - March 2020]

- Helped develop brand image and voice
- Created social media strategy and execution plan
- Created social media content for all social channels
- Planned, scheduled, and made social media editorial calendar
- Managed the social media agency, Socialfly, and analytics agency, Skaled
- Coordinated between Creative, Product, Customer Support, and Sales teams to ensure alignment throughout Dosh
- Managed data reporting, social monitoring, and community engagement
- Managed relationships with partnered influencers
- Managed all incoming comments, likes, and re-posts across all social channels. Built out Social Support process
- Increased engagement and follower count on social platforms
- Helped develop brand activations such as SXSW + Dunkin'

### UNT Union | Social Media Content Creator

[February 2018 - August 2018]

- Branded the Union through various social media platforms. Who said a university establishment can't have some character?
- Used social media analytics to figure out what works and what doesn't.
- Collaborated with a creative team to make Union-branded videos, designs, articles, campaigns, and guerilla marketing stunts.
- Twitter Followers: 12,289, Facebook Likes: 12,115, Instagram Followers: 6,852, YouTube Subscribers: 1,031, WordPress Blog Views: 130,458.

### UNT University Program Council | Film Event Coordinator

[May 2015 - August 2016] [June 2017 - September 2017]

- Designed/executed marketing initiatives including print media, guerilla marketing, and social media.
- Worked with a team to come up with creative ideas for various events, including concerts, film showings, and marketing gigs.
- Selected and implemented 17 movie events for the University of North Texas with attendance ranging from 120 to 660 people.
- Managed a budget of \$20,000 and a committee of 10 students throughout the year.

## CONTACT

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Austin, Texas

## EDUCATION

UNIVERSITY OF NORTH TEXAS

Magna Cum Laude

B.A. Advertising

Minors: Marketing, Political Science

## SKILLS

### COPYWRITING

Long form, tag lines, media writing, poems; you name it, I write it.

### DESIGN & ART

Sufficient user of Adobe Creative Suites (primarily Illustrator), but giant fan of all things artistic.

## QUALITIES

- Outgoing
- Hard-working
- Friendly
- Passionate
- Adaptable
- Quick-Learner

 @KrisEveHarlow

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 linkedin.com/in/kristenharlow