

KRISTEN PIESZKO, MBA

CONTENT MARKETER

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+ SUMMARY

Marketing professional with expertise in web, social media, and email content, a background in copywriting, research, and insights, an MBA in international management, and the drive to make a positive social impact.

+ EXPERIENCE

SOCIAL MEDIA ASSOCIATE (PART-TIME)

CAL ACADEMY OF SCIENCES (OCT 2018-PRESENT)

- + Lead content creation & strategy for BigPicture competition social media accounts
- + Manage bioGraphic social accounts
- + Research relevant industry news, track monthly performance & visualize data for brand accounts
- + Create & optimize paid social content

SOCIAL & ONLINE CONTENT STRATEGIST

SHEDD AQUARIUM (2015- 2016)

- + Launched a digital fundraising campaign utilizing web, email, press & social media channels resulting in 40 times the dollars raised the year before
- + Designed & executed a campaign to drive special exhibit attendance, which won 'Best Social Media Campaign' award at the Illinois Governor's Conference for Travel and Tourism, as well as *Best of Show*

CONTENT & COMMUNITY STRATEGY LEAD

SOCIALDEVIANT, LLC (2013-2015)

- + Managed department of community managers & content strategists
- + Drove content strategy & community management for Farmers Insurance, MillerCoors and the agency itself

SENIOR PROGRAM MANAGER

RONALD MCDONALD HOUSE CHARITIES-CNI (2011-2012)

- + Managed project, \$4.5M budget & key stakeholders including consultants & agencies
- + Approved all brand collateral to maintain brand integrity in radio, TV, print & digital

+ EDUCATION

DEPAUL UNIVERSITY

KELLSTADT GRADUATE SCHOOL OF BUSINESS
JUNE 2011

MBA, honors with distinction

DEPAUL UNIVERSITY

COLLEGE OF COMMUNICATION
MARCH 2009

BA, Public Relations & Advertising- summa cum laude

+ TOOLS / CERTIFICATIONS

Adobe Creative Suite + Microsoft Office + WordPress + Facebook Ads Manager + Sprinklr, Adobe Social, Percolate, Sprout Social, Hootsuite + Google Analytics

+ FREELANCE WORK

DIGITAL CONTENT STRATEGIST

GREEN LAKE ASSOCIATION (APR 2019-PRESENT)

- + Own the strategy & content development for social media, email & the creation of a new website

SOCIAL MEDIA STRATEGIST

WENDYPERRIN.COM (2016- PRESENT)

- + Lead the social strategy for a former CondeNast Traveler journalist including copywriting & analytics

CONTENT STRATEGY CONSULTANT

USG CORPORATION (NOV 2018-JAN 2019)

- + Conducted social media audit for the company
- + Developed a social media style guide & content strategy

MEDIA STRATEGIST & COPYWRITER

CSPENCE (2017)

- + Planned, created, executed and measured media for the 2017 AIA Film Challenge including social media ads, blogs & press releases

PAID SOCIAL CAMPAIGN STRATEGIST

MOONSHOT (2015-2017)

- + Optimized social ads for a mobile app & TV series, including strategy, ideation, video editing, copywriting, & execution

MARKETING DIRECTOR

NOTED.FM (2014-2015)

- + Delivered a marketing strategy to secure funding & launch at SXSW

+VOLUNTEER

DISASTER SERVICES & COMMUNICATIONS SPECIALIST

AMERICAN RED CROSS- WISCONSIN (2018-PRESENT)

- + Launched & manage the Red Cross Wisconsin Instagram

DISASTER WELFARE TEAM & OUTREACH SPECIALIST

NEW ZEALAND RED CROSS (2017)

- + Provided psychological first aid to earthquake victims
- +Trained for emergency preparedness and response

BOARD MEMBER, VICE CHAIR & MEDIA ADVISOR

UNICEF'S NEXTGENERATION CHICAGO (2013-2016)

COMMUNICATIONS CONSULTANT

UNICEF BURUNDI (2014)