

Cristen Isreal

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Summary

Creative and data-driven Social Media Specialist with a proven track record of designing and executing successful digital campaigns. Skilled in leveraging platforms like Instagram, Facebook, and Twitter to increase engagement, drive traffic, and build brand loyalty. Proficient in tools such as Canva, Adobe Creative Suite, Hootsuite, and analytics platforms like Google Analytics. Adept at crafting compelling content, analyzing performance metrics, and fostering audience growth through innovative strategies. Seeking to apply expertise in social media management to deliver measurable results for forward-thinking organizations.

Work Experience

Social Media Intern | Thriving on the Spectrum, LLC | Jul 2024 – Nov 2024

- Created data-driven content for Instagram, increasing engagement by 15% and follower growth by 10%.
- Developed a 6-month content calendar using Canva and Later.com, aligning with brand objectives.
- Analyzed Instagram insights to optimize posting schedules and maximize audience engagement.

Operations Associate | Best Egg | Apr 2022 – Dec 2023

- Streamlined operational workflows using Jira and Zendesk, reducing errors by 50%.
- Reviewed and processed financial documents with 99% accuracy to support business goals.
- Collaborated on KPI analysis projects using Power BI, identifying areas for improvement.

Social Media Marketing Specialist (Volunteer) | Soul Relief Records | Feb 2018 – Jan 2022

- Implemented A/B testing for social media ads, driving an 88% increase in ticket sales for events.

- Designed promotional materials with Adobe Creative Suite and Canva, boosting event attendance by 20%.
- Managed campaigns via Salesforce and Hootsuite, improving engagement metrics by 20%.

Customer Service Representative | CDK Global | Oct 2021 – Feb 2022

- Scheduled and managed appointments using CRM tools, reducing conflicts by 40%.
- Resolved customer inquiries effectively, maintaining a 95% satisfaction rate.
- Streamlined data entry processes using Excel, improving efficiency by 80%.

Education**University of North Carolina at Greensboro | B.A. Media Studies | May 2019**

Omicron Delta Kappa – Recognized for academic excellence in Broadcasting and Journalism.

Certifications & Skills**Certifications:**

- Career Essentials in Data Analysis by Microsoft and LinkedIn
- Career Essentials in Generative AI by Microsoft and LinkedIn

Skills:

- Social Media Management | Canva | Adobe Creative Suite | Hootsuite | Google Analytics
- Content Creation | KPI Reporting | Instagram Analytics | Facebook Insights | Marketing Strategy