Christen Hall

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| Current Address:282 Champions Way,Tallahassee FL 32306 | Permanent Address:123 Park AvenueBig Rapids, MI 68965 |

# OBJECTIVE

Self-taught and dedicated Digital Marketer, with an unfaltering ability to absorb and understand new digital marketing trends, technologies, and information. Aimed at increasing brand presence and awareness over a variety of channels and platforms for a company that is aligned with my core values of trust and responsibility.

# Education

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| --- | --- |
|  | Florida State University, Tallahassee, FLB.A. Marketing Communications, May 2016GPA – 3.5 |

# Relevant Coursework

|  |  |  |
| --- | --- | --- |
|  | * Content Creation and Curating
* Mobile Development
* Social Media Marketing
* Lead Generation
* Lead Nurturing
 | * Market Research
* Social Media Ethics
* Email Marketing
* SEO – Intermediate
* SEO - Advanced
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# Skills

|  |  |
| --- | --- |
|  | * Communication
* Analytics
* Inbound Marketing
* Digital Proficiency
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# Relevant Experience

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| --- | --- |
| 01/12 – 03/12 | University of CaliforniaResearch Experience for Undergraduates Intern* Designed, edited and developed key metrics (KPIs) and ROI for web, email, search and social media marketing campaigns.
* Collaborated with cross-functional teams on web design, brand awareness, and content quality.
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# Professional Experience

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| --- | --- |
| 04/12 – 06/14 | Vanguards LimitedJunior Manager* Prepared and presented weekly progress reports, algorithm changes, and forecasting analysis for key stakeholders.
* Prepared presentation materials, trade shows, customer communications (email and social), and created/executed marketing strategies.
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# Honors & Activities

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| --- | --- |
|  | * Influencer Marketing Awards, 2009
* Global Marketing Day Awards, 2008
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