

# Krystina Ramos

Digital Storyteller & Content Strategist

hello@krystinaramos.com • 321.209.2430 • Orlando, FL • linkedin.com/in/krystinaramos

## EDUCATION

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### UNIVERSITY OF CENTRAL FLORIDA (MAY 2015)

B.A., Art, Digital Media

Tracks: Visual Arts and Emerging Media Management, Web Design

Minor: Creative Writing

## EXPERIENCE

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### CODE FOR ORLANDO (MARCH 2018 - PRESENT)

*Storyteller*

- Develop documentation and resources to ease brigade onboarding and project management issues.
- Collaborate with the leadership team on storytelling opportunities across multiple media that align with Code for Orlando's strategic goals on civic tech and community in Orlando.

### WINNY RIVAS PHOTOGRAPHY (May 2017)

*Copywriter*

- Wrote a detailed user guide on basic web maintenance and updating content for the Wordpress platform.

### LEO ÆTHER (MARCH 2017 - JULY 2017)

*Social Media Marketer*

- Crafted an Instagram marketing strategy and content calendar for South American folk rock band Leo Æther to improve brand awareness, generating 25% increase in likes and 11% increase in comments within three months.
- Managed Instagram and Facebook. Engaged with followers in the band's bilingual voice.
- Assisted in generating new ideas and creative campaigns to grow the band's diverse audience and drive traffic to their YouTube channel.

### FORWARD FLORIDA MEDIA (MARCH 2015 - NOV. 2016)

*Digital Editor/Web Design*

- Reviewed editorial pitches, proofread and art directed articles.
- Researched, conducted interviews and wrote news stories covering Florida economic development.
- Monitored social media platforms. Guided staff on a Twitter content sharing schedule that resulted in approximately 61% growth in followers.
- Established email marketing initiative and managed email newsletter campaigns sent to nearly 3,000 subscribers.

### UNIVERSAL CREATIVE/ADLAB (Jan. 2015 - May 2015)

*Design Intern*

- Researched and generated a theme park design concept, including branding and story development, for a collaborative project.

## SKILLS

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Copywriting  
Content Creation  
HTML/CSS  
SEO  
Social Media Marketing  
Email Marketing

## CERTIFICATIONS

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- Google Digital Garage
- Google Analytics
- Google AdWords
- Hubspot Inbound Marketing
- Hubspot Content Marketing
- Hubspot Email Marketing
- Twitter Flight School

## TOOLS

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Photoshop, Illustrator, InDesign, Premiere Pro, Wordpress CMS, MS Word, MS Powerpoint, MS Excel, MailChimp