

Krystina Ramos

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EDUCATION

UNIVERSITY OF CENTRAL FLORIDA (MAY 2015)

B.A., Digital Media – Web Design Track

B.A., Art – Visual Arts and Emerging Media Management Track

Minor: Creative Writing

EXPERIENCE

FREELANCE COPYWRITING/WEB DESIGN (MAY 2015 - PRESENT)

- Forward Florida Media – Monitor and update site content. Troubleshoot site issues.
- Winny Rivas Photography – Developed user guide on general WordPress maintenance.

CODE FOR ORLANDO (MAR 2018 - PRESENT)

Storyteller/Communications

- Coordinate storytelling opportunities across multimedia that align with strategic goals via contact database, project management documentation, instructional resources, meetings and more.
- Co-organized and crafted a marketing plan for tech hackathon that attracted 30+ attendees and gained Chick-fil-A as an event donor.

TIMBR TECHNOLOGIES (AUG 2018 - OCT 2018)

Digital Marketing Intern

- Wrote, edited and created content for blog posts, social media, slide deck presentations and future campaigns.

LEO ÆTHER (MAR 2017 - JUL 2017)

Social Media Marketer

- Crafted an Instagram marketing plan and content calendar to improve brand awareness, generating 25% increase in likes and 11% increase in comments within three months.
- Assisted in generating new ideas and creative campaigns to grow the band's diverse audience on social media and drive traffic to their YouTube channel.

FORWARD FLORIDA MEDIA (MAR 2015 - NOV 2016)

Digital Editor/Web Design

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

NBCUNIVERSAL/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

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

CERTIFICATIONS

- Google Analytics
- Google AdWords
- HubSpot Inbound
- HubSpot Content Marketing
- HubSpot Email Marketing

PROJECTS

Biz Refinery (2018) – Built a small business resource directory for Melrose Center creatives.

Iron Man Project (2018) – Represented Nerd Nite Orlando at maker industry event. Grew email list by 20 subscribers.

TOOLS

Trello, Slack, Passion Planner, MS Word, MS Excel, MS Powerpoint, MailChimp, Photoshop, Illustrator, WordPress CMS