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Kristen Knight

Experience

JUNE 2019

American Meteorological Society - Boston, MA
Social Media Manager

- Adapt and create content for multiple social media channels including Facebook, Twitter, LinkedIn, and Instagram via Sprout for a combined audience of 90,000+ followers and members
- Develop and coordinate marketing campaigns following AMS branding guidelines for all departments (Membership, Meetings, Careers, etc)
- Monitor and track metrics of campaigns via Sprout and Google Analytics and deliver monthly KPIs to key stakeholders
- Communicate with the volunteer Social Media Team on internal and external AMS engagement on social media and develop best practices for boards and committees

MAY 2018 - MAY 2019

The Nonprofit Quarterly - Boston, MA
Social Media Intern

- Wrote and scheduled daily social copy for all channels via HubSpot
- Designed Weekend Highlight newsletter emails via MailChimp for a subscriber audience of 60,000+
- Created graphics for Pinterest and Instagram using Canva

MAY 2017 - AUG 2017

Museum of Fine Arts - Boston, MA
Public Relations Intern

- Drafted social copy for all channels
- Wrote pitches for event & exhibition coverage and researched media contacts using Cision Vocus
- Tracked and archived digital and print media about the museum using Word and Photoshop

Education

SEPT 2015 - MAY 2019

Bentley University
Bachelor of Science in Creative Industries, Minor in Marketing
Cum Laude, Dean's List: February 2016 & 2017 & 2019, May 2018

Skills

- Social Media Marketing
- Music & Arts Industry
- Event Planning
- Photoshop & InDesign
- Project Management
- Google Suite

Certifications

- HubSpot Social Media Marketing
- HubSpot Content Marketing
- Google Ads Search