

KRISTEN SCHIPFER

Contact for Address, Tampa, FL
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Education

University of South Florida Tampa, FL **2010 - 2014**
B.A. Mass Communications – Zimmerman Advertising Program
Part of a team that won a campaign pitch to Outback Steakhouse Executives
Hillsborough Community College Tampa, FL **2008 - 2010**
A.A.

Experience

Hands in Motion Music Productions Tampa, FL **2014 - Present**
Marketing Coordinator **7/14 - Present**
Student Intern **5/14 - 7/14**
Design artists' websites using HTML5 based systems
Develop content for sites and edited artist provided content
Responsible for SEO and Meta tagging sites and YouTube uploads
Oversee, manage, and develop content for social media campaigns
Coordinate publicity for artists through various free and paid channels
Complete various other graphic design projects for clientele

Skills

Technology

- Adobe Creative Suite
- HTML5 Based Website Creation
- Microsoft Office
- SEO •VOIP •VPN
- Website Content Development

Business

- Account Management
- Customer Retention and Service
- Interviews •Invoicing •Networking
- Sales •Team Leadership

Creative

- Art- Painting, Drawing
- Copy Editing •Copywriting
- Cosmetology •Creative Services
- Creative Writing
- Digital/ Film Photography
- Graphic Design
- Music Industry Experience
- Performing •Photo Editing
- Poetry •Record Label Experience
- Songwriting-Lyrics/Melodies
- Storytelling •Vocals
- Written and Verbal Communication

Marketing

- Advertising Campaigns
- Artist Promotion •B2B Marketing
- Digital Marketing •Email Marketing
- Online Marketing
- Marketing Strategy
- Marketing Planning
- Press Kits/Releases
- Social Media •Social Networking

AT&T Tampa, FL **2011 - 2014**
Universal Agent Team Lead **1/13 - 9/14**

Oversaw Tampa Universal Agents' performance based on call statistic monitoring
Responsible for scheduling Tampa Universal Agents' lunches and breaks.
Assisted Tampa Universal Agents in performing job functions
Performed call triage and basic troubleshooting for MIS, MRS, BVOIP customers
Created and updated trouble tickets for these services

Tier 1 Remote Access Services Student Intern **5/11 - 1/13**

Helped customers with remote access service issues
Found resolutions and walked through resolution processes with customers
Handled billing, password, email, and Global Network Client issues
Performed troubleshooting for VPN connections

Hi Life Bar and Grill Brandon, FL **2009 - 2011**
Social Media Administrator

Designed and routinely updated Facebook and Myspace profiles for the bar
Managed administrative functions for social media
Designed and edited content for social media accounts

Helio Wireless Schaumburg, IL **2006 - 2008**
Sales Associate

Cold calling and lead calling to clientele to determine carrier needs
Offered collateral needed for in store promotions
Helped in selling Helio products in new territories to gain exposure in market

Studio One to One Photography Schaumburg, IL **2006 - 2007**
Make Up Artist

Consulted with clients to determine needs
Applied makeup and styled hair according to described needs

Glamour Shots Brandon, FL **2003 - 2005**
Sales Associate

Sustained customer relations and up sold packages according to client needs
Booked and confirmed appointments by phone
Sales- sold a 3,000-dollar photo package