

Christina M. Phillips

Hello there!

Nice to meet you. My name is Christina, and I am a strategic communicator. I am passionate, dedicated, and enthusiastic about building my career!



Christina M. Phillips

christinacommunicates.com

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Education

Oklahoma State University
Stillwater, Okla.

- + Bachelor of Arts in Strategic Communication
- + Minor in French

Leadership

- + Little LifeKids, Crosstown Leader
2014-present
- + SUAB, Entertainment Coordinator
2012-2013
- + Lifechurch.tv, LifeGroup Leader
2012-2014
- + OSU French Club, Vice President
2013-2014

Skills

Graphic design	● ● ● ● ●
Event Planning	● ● ● ● ●
Blogging	● ● ● ● ●
Video	● ● ● ● ●
AP Style	● ● ● ● ●
Social Media	● ● ● ● ●
Indesign	● ● ● ● ●
Photoshop	● ● ● ● ●
Illustrator	● ● ● ● ●
Wordpress	● ● ● ● ●
DoubleClick	● ● ● ● ●

Experience

M/C/C - Ad Coordinator
July 2015 - Present

- + Digital program implementation and monitoring via Google's ad serving program, DoubleClick
- + Maintain communication with clients and offer advice regarding how to best optimize online media placements
- + Organize and analyse the performance of implemented campaigns to allow for straightforward evaluation of publishers and content

Meeting and Conference Services - Office Assistant
August 2014 - Present

- + Distribute and collect reservation forms and ensure all information is provided and follows university policy
- + Generate reservations in EMS reservation system and ensure that technology and set up needs are communicated and provided for

U Lucky Girl Design House - Intern
Summer 2014

- + Design greeting cards, social media banners and identity items
- + Exercise knowledge of AP style when writing press release, blog posts and web copy
- + Facilitate various updates through back-end of website for new design; set up tier pricing, transfer products, write and edit copy

Student Union Activities Board - President
May 2013 - Present

- + Preside over the executive board by coordinating weekly meetings and votes for co-sponsorship applications, equipment rentals and event proposals
- + Meet regularly with Student Union Director, Meeting and Conference Services and the Marketing Department of the Student Union to ensure clear communication among all departments
- + Plan and organize OSU Summit, a three-day conference for neighboring programming boards