

KIRSTEN ANDERSON

DIGITAL MARKETING & CONTENT SPECIALIST

Hello! I'm a Digital Marketing and Content Specialist with over 7 years of experience in design and marketing, including a solid foundation in graphic design and videography. My design expertise enables me to create compelling marketing campaigns for direct-to-consumer brands. Additionally, my skills bridge the gap between design and marketing departments, ensuring that campaigns are cohesive and visually appealing.

✉ CMYKIRSTEN.DESIGN@GMAIL.COM

☎ +1 (847) 527-7648

🌐 WWW.CMYKIRSTEN.COM

🌐 LINKEDIN.COM/KIRSTENLANDERSON

WORK EXPERIENCE

DIGITAL MARKETING & CONTENT SPECIALIST

Stonewall Kitchen | 2021 - 2022

- Successfully coordinated and executed a holiday campaign featuring 12 different influencers, promoting our top-selling gift sets with giveaways, custom designed graphics, and user generated content. The campaign resulted in a 303% increase in web traffic from social media and sold out inventory on all of the featured gift sets for the season.
- When our email designer left unexpectedly before the holiday season, I stepped in as a Digital Designer for email campaigns across 3 brand pages and the wholesale channel. I designed and launched over 40 emails, directly contributing to over 7,000 transactions during this period.
- Regularly monitored and adapted to the latest trends and developments in the digital landscape to implement new strategies for social media channels across 5 brand pages, resulting in consistent boosts in engagement and an impactful following.
- Developed a content calendar across multiple brand pages that aligned with quarterly goals, encompassing email campaigns, social media posts, focus products, influencer partnerships, and paid digital advertising.

MARKETING MANAGER

Urban Accents | 2016 -2021

- Developed a comprehensive digital campaign for the launch of a new product, including designing a dedicated landing page, creating email and social media content, forming influencer partnerships, implementing online advertising, producing and editing videos for YouTube, and incorporating QR codes on packaging. These new products ended up being in our top 10 best selling products for the year (out of over 100 items).
- Developed and executed a digital marketing campaign ahead of the holiday season, creating all graphics for email, social media, and digital ads with custom photography and animation. The campaign resulted in a 175% increase in sales during that period and 83% of new users visiting our website.
- Implemented new strategies to gain more web traffic through various social media channels, was able to grow our social media web sessions by +68% and purchases made through social media +228%.

PROGRAMS & SKILLS

Adobe Creative Suite
Illustrator, Photoshop, InDesign, Premier Pro, After Effects, Acrobat
Microsoft Office Suite
Word, Excel, Powerpoint
Google Analytics/SEO
Sales Force Marketing Cloud
Mail Chimp

Meta Business
Social Media
Basic HTML
Basic Wordpress
Marketing Strategies
Content Planning & Creation
Graphic Design

Videography & Video Editing
Photography
Social Media Management
Influencer Partnerships
Cross Department Efficiency
Communication
Problem Solving

EDUCATION

Visual Communications
Tribeca Flashpoint College
Chicago, 2013-2015

Letterwest: Calligraphy & Typography Retreat
Letterwest, 2017

Intro to Digital Marketing Workshop
General Assembly, 2019

Fundamentals of Digital Marketing
Google, 2021