



CONTACT ME

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EDUCATION

Business/ Biology

Hollins University

2022- Present

Project Management Certificate

Coursea

2021-2022

Biotechnology

Osborn Park

2019-2022

SKILLS

- Adobe creative cloud
- Procreate
- Canva
- Website design
- Product marketing

Kristine Clyde

Marketing Manager

WORK EXPERIENCE

Social Media Manager

2022- Present

Clarity App

I outreach to PR leads via media outreach strategies and tactics. I spearhead outreach in a multilayered grassroots campaign to various community groups. I collect and analyze quantitative and qualitative data from marketing campaigns. I build and execute targeted ad and email marketing campaigns. I design and create social media survey questionnaires and conduct surveys on social media platforms (Facebook, Instagram, Twitter, and Pinterest) and generate reports with statistics and solid analytical insights.

Marketing Manager

2020-2021

Cryptocurrencyteens

I created marketing materials to use on various web platforms to drive traffic and promote their website and initiatives. I managed and optimized Google Ads, Facebook Ads, LinkedIn Ads, etc. to achieve marketing objectives while hitting ROI targets. I sent out email marketing campaigns. I created and sent out periodic newsletters to subscribers. I collaborated with colleagues to develop new digital media strategies. I also created reports detailing website traffic, lead generation, and other metrics. Finally, I ran and executed online events.

Community Manager

2022- Present

Comet App

As a Community Manager, I helped to build a community of teen beta testers for a new social media app. My primary responsibility is to recruit teens to test the beta app and provide feedback for improvements and new features. In this role, I helped directly shape a better, safer, and more positive future social network.

Graphic Designer

2021-2022

Stalgia

I maintained a social media marketing calendar. I created and posted content periodically four times per week on social media. I built product awareness and helped generate engagement. Finally, collected and prepared data to be analyzed, such as surveys, opinion polls, or questionnaires,

PORTFOLIOS/SOCIAL MEDIA

Graphic Design

<https://kristineclydedesign.weebly.com>

Illustration

[Kristineclyde.weebly.com](https://kristineclyde.weebly.com)