


KARRISA CRUZ

DIGITAL MARKETING PROFESSIONAL

 (360) 620-3155

 karrisacruz@gmail.com

 Shoreline, Wash.

PROFILE

Digital content developer with knowledge in full-scale branding. A creative and visionary in the development of brand messaging. Innovative, goal-oriented, results driven, and forward thinking, I enjoy creating content and developing custom brand strategies. A leader / collaborator, and a life long student that thrives in a high-energy work environment. I live for the 'aha' moment.

EXPERTISE

Digital Marketing

Brand Development

Digital / Social Strategy

Team Management

Editorial Planning

Content Curation

Event Planning

EDUCATION

*Bachelor of Arts in
Strategic Communication*
Washington State University

CERTIFICATIONS

*Google Analytics Individual
Qualification*
Washington State University

*Bachelor of Advertising
Specialty Information*
Advertising Specialty
Institute

Personal Portfolio / Blog
karrisanadine.com

PROFESSIONAL EXPERIENCE

CONTENT DEVELOPER

JEFFEREYM CONSULTING, 2021- Present
Microsoft USCMO Digital Experiences

- Develop digital strategies for 27 stakeholders, 8 priority industries, 20 verticals and 36 strategic accounts in the USCMO
- Coordinate digital campaign execution across the Microsoft digital ecosystem including paid media campaigns with budgets ranging from \$10K-\$250K
- Manage content development and agency resources for over 200+ pieces of digital content a year
- Partnering with content agency to manage content marketing budgets, workbacks, project schedules, and stakeholder communications
- Ensure quality of brand voice and tone, customer-centric storytelling, and proof reading all content before publishing
- Support the Customer Experience Team's Account Based Engagements, AI Skills, Public Sector content development

SOCIAL MEDIA MANAGER

JEFFEREYM CONSULTING, 2018- 2021,
Microsoft US Partners

- Assisted with content / channel strategy and developed social media plans across 9 digital platforms
- Monitored company brand and built brand awareness across social media with Microsoft partners, influencers and industry audiences
- Measured, analyzed, and reported on campaign and content performance, refining the brand's social marketing strategy and framework as needed to achieve core business, events and community engagement objectives
- Increased social engagement YoY by 78%
- Increased social to web traffic YoY by 11%

Microsoft Services

- Assisted in creating high-quality original written and visual content for social media
- Led and managed external agency teams for social media initiatives
- Researched and identified social media influencers for Microsoft partnership
- LinkedIn Elevate curator for Microsoft Services content

MARKETING DIRECTOR

College Hill, 2014 - 2018, chthreads.com

- Developed and executed yearly strategic marketing plans for organization
- Analyzed and reported on company SEO & SEM
- Coordinated company marketing internships and creative team hires
- Monitored competitor products, sales and marketing activities
- Managed public relations, media, events, retail and consumer marketing
- Project management i.e., company photoshoots, look book coordination, fashion shows, giveaways, partnerships and sponsorships etc.
- Content Creator - Core website copy, blogs and news articles, social media +
- Creative team manager - Managed daily operations of creative department including 4 full-time / 4 part-time employees, 6-8 interns