

Cristiana Hawthorne

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Education:

St. Olaf College, Northfield, MN

Anticipated Graduation: May 2020

Bachelor of the Arts in French and concentration in Media Studies

Cumulative GPA: 3.78

Honors: Dean's List recognition, Pi Delta Phi (French Honor Society)

Study Abroad: Interdisciplinary and Photography Studies in Paris

Marketing and Communications Experience:

Operations Team Member, Piper Center for Vocation and Career, St. Olaf College (August 2017 - present)

- Coordinate and design photography for alumni networking events for marketing, documentation, and alumni outreach, and student headshots for curated LinkedIn profiles
- Draft email copy for event announcement and bi-semesterly newsletters
- Solve problems as they arise across the Operations Team, including last-minute design work on Adobe Creative Suite and data input in Google Sheets, Raiser's Edge, or Handshake
- Collaborate with operations team colleagues to conceptualize event marketing

Marketing, Advertising, and Digital Design Intern, Marketing and Communications, St. Olaf College (January 2019)

- Analyzed the college's website, YouTube channel, banner ads, and admissions emails, by using traffic data, and looking at comparable schools, to increase the likelihood that two of our identified personas request more information from the college
- Translated Photoshop, presentation, teamwork, writing, and photography skills learned in tri-weekly seminars to communicate our findings to Marketing and Communications leadership team

Marketing and Communications Director, Student Government Association, St. Olaf College (January 2019)

- Manage a team of designers, photographers, writers, social media specialists, and videographers using project management software (Asana) to ensure quality event promotion and attendance
- Streamline communication platforms and digital storage on Google Drive, to hold each team member accountable for their work
- Communicate expectations with the entire Student Government leadership team

Social Media Officer, Student Government Association, St. Olaf College (April 2018 - present)

- Create weekly campus event digest emails to inform the community about life on campus
- Write a monthly campus Student Government Senate update email
- Conceptualize multiple Instagram posts a week and analyze their traffic to engage the campus body, as evidenced in increased online and in-person interaction
- Brainstorm campaign ideas

Reporter, Manitou Messenger, St. Olaf College (September 2018 - present)

- Investigate stories by relevant to the St. Olaf College community by interviewing stakeholders
- Write 1-3 weekly articles and meet deadlines

Freelance Blogger and Photographer (June 2013 - present)

- Instagram handle: @chawthorne_photography
- <https://cristianavagabonder.blogspot.com/>