

Kristina M. Horan  
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## **EXPERIENCE**

### **Website Designer/Brand Consultant - Kristina Horan Website Designs (current)**

Proficient in designing on Wordpress, Squarespace and WIX. Knowledgeable in editing PHP, HTML and Shortcode. Efficient in designing graphics in photoshop and Canna. Other skills include: managing Google Ads, Instagram Ads, Facebook Ads, Social Media management, Mailchimp, Convertkit, developing landing pages, sales pages, copywriting, blogging, Zoom, video editing, curating weekly newsletter content, and online course creation.

### **Project Manager - The BGB Studio (Los Angeles) 2020-2021**

Duties include leading the development of an online course, podcast producing, website maintenance and trouble shooting (Wordpress), copywriting and creation of opt-ins and monthly free guides. Other skills include: Logic Pro, Copywriting, basic audio editing/mastering, and providing administrative and organizational support.

### **Personal Assistant - The Global Actor 2018-2019**

Duties include managing social media, marketing, website editing and customer support. Responsible for creating and managing project plans for The Global Actor. Manages email and provides administrative/organizational support. Analyzes a variety of data regarding The Global Actors` statistics and helps develop a plan for growth.

### **Financial Insurance Booking Agent - American Senior Benefits 2018-2019**

### **Personal Assistant/Event Planner, Manhattanville College — 2014-2017**

Provide administrative/program support to the Director of Undergraduate Admissions, assist with recruiting and marketing efforts for specific undergraduate programs in a collaborative effort to meet enrollment budget and individual performance goals, and personal projects. Utilize skills including team-based interaction, project management, goal setting and administrative support. Duties include, creating and managing project plans for Open Houses and Admissions event activities, managing mailing lists to ensure event success and maintaining email lists for internal and external communications.

### **Assistant Project Analyst for VP Undergraduate Admissions, Manhattanville College — 2016-2017**

Collects and analyzes a variety of data regarding Manhattanville Colleges admissions statistics in comparison to other institutions of equal caliber. Analyze cost comparisons, financial progression, and collaborate with Vice President to devise a 6-year financial plan.

## **EDUCATION**

Manhattanville College; Purchase, NY — BFA Musical Theater & Creative Professional Writing, 2017

## **SKILLS**

Salesforce, green screen, film sound operator, teleprompter, Leadpages, Word, Excel, Powerpoint, Outlook, valid drivers license, Google Ads, Instagram Ads, Facebook Ads, Social Media Manager, Mailchimp, Convertkit, developing landing pages, sales pages, writing sales copy that converts, Zoom, and video editing

**References available upon request**