

KRISTINA ALGAS

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Goal-driven college graduate from UC Santa Barbara with a B.A. in Communications and a minor in Professional Writing. Has 4+ years of academic experience in technical writing and communication strategies, as well as 2+ years of professional experience in professional writing, editing, and digital marketing. An adaptable and quick learner with a passion for visual design. Competent in SEO best practices and client-facing communication skills, with a strong background in multimedia content creation.

EDUCATION

B.A. in Communications | University of California, Santa Barbara *September 2019 - June 2023*

- ❖ Cumulative GPA: 3.77 (*Honors*)
- ❖ Professional Writing Minor (*Science Communication Track*)
- ❖ Dean's List (Spring 2020 - Spring 2021, Winter 2023)

PROFESSIONAL EXPERIENCE

Virtual Sustainable Tourism Intern | Solimar International *June 2023 - August 2023*

- ❖ Wrote and edited original WordPress articles on sustainability and plant conservation in Bangladesh
- ❖ Managed the BECA Facebook page, increasing their reach to 200+ target audience members
- ❖ Assisted in the design and development of Solimar's [Greater Sundarbans tourism website](#)

Marketing and Content Writing Intern | Eversun Sustainable Lighting Solutions *April 2023 - June 2023*

- ❖ Conducted market research and analysis to develop buyer profiles and sale strategies
- ❖ Designed marketing emails that were delivered to 500+ potential clients, boosting sales by over 75%
- ❖ Collaborated with Eversun CEO and staff to design the official Eversun brand style guide

Quality Assurance Intern | General Dynamics Information Technologies (GDIT) *June 2022 - August 2022*

- ❖ Revised a total of 70+ internal documents and deliverables for accuracy, clarity, and consistency
- ❖ Executed the revision process in a timely manner to meet regular client deadlines
- ❖ Regularly met with supervisors and peers to distribute project assignments and discuss performance goals

Research Assistant | UCSB Department of Communication *April 2021 - August 2022*

- ❖ Edited and co-authored an academic [research paper](#) on linguistic convergence between humans and AI chatbots, published at the AOM 2022 conference in Paris, France
- ❖ Assisted in conducting qualitative and quantitative research via surveys and interview transcriptions
- ❖ Maintained correspondence with a team of 4+ researchers and assistants to set and meet project goals

SKILLS AND EXPERTISE

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| ❖ Microsoft (Word, Powerpoint, Excel) | ❖ Graphic Design (Canva, Adobe, Procreate) |
| ❖ Google Suite (Docs, Slides, Sheets, Forms) | ❖ Content Marketing / SWOT Analysis |
| ❖ SEO Best Practices (AISEO.ai, apollo.io) | ❖ Technical Writing, Editing and Proofreading |
| ❖ Web Content Creation (WordPress) | ❖ Written and Verbal Communication |