



KRISTIN CHAU LE

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PROFESSIONAL SUMMARY

I am a senior at the University of Alabama at Birmingham with a strong passion for communication and a deep interest in understanding why humans connect the way they do. Beginning college as a high school junior and graduating with both a diploma and an associate degree taught me the value of resilience, discipline and hard work. I believe in the power of words that can tell stories, inspire others and build meaningful relationships. Whether through writing, speaking or creative projects, I am driven to connect people and ideas in ways that resonate and create impact.

ACADEMIC BACKGROUND

UNIVERSITY OF ALABAMA AT BIRMINGHAM

August 2022- Present

BACHELOR'S DEGREE IN COMMUNICATION STUDIES, MINOR IN MARKETING

Focused on strategic communication, media relations, storytelling and campaign development. Coursework includes public relations writing, digital media and audience engagement, with a strong emphasis on real-world application and relationship-building.

WALLACE STATE COMMUNITY COLLEGE

August 2020- May 2022

ASSOCIATES DEGREE, GENERAL STUDIES

Earned concurrently with high school diploma through an early-college enrollment program. Gained a solid academic foundation in general studies and developed college-level communication, writing and critical thinking skills.

CULLMAN HIGH SCHOOL

August 2018- May 2022

HIGH SCHOOL DIPLOMA

Graduated while dual-enrolled in college-level coursework. Demonstrated strong time management and academic discipline by balancing high school, extracurriculars and college responsibilities simultaneously.

ORGANIZATIONS

PRCA/PRSSA AT UNIVERSITY OF ALABAMA AT BIRMINGHAM

2022-Present

University of Alabama at Birmingham- Birmingham, AL

FIRST TEE BIRMINGHAM

2022-Present

Birmingham, AL

CORE SKILLS

- Bilingual (Fluent in Vietnamese and English)
- Critical Thinker
- Attentive to Details
- Team Player
- Ability to Lead
- Quick Learner/Efficient Worker
- Organized
- Strong Communication

WORK EXPERIENCE

COMMUNICATIONS COORDINATOR

July 2025- Present

FIRST TEE BIRMINGHAM

- Manage internal and external communications, including email newsletters, press releases, and social media content.
- Coordinate storytelling efforts to highlight program impact and participant success.
- Support branding and outreach strategies to grow community engagement.

MARKETING/COMMUNICATIONS INTERN

May 2025- July 2025

FIRST TEE BIRMINGHAM

- Assisted in developing marketing materials and social media campaigns to promote events and programs.
- Conducted interviews and wrote stories featuring participants, donors, and coaches.
- Contributed to website updates, blog content, and public relations outreach.

RESTAURANT SERVER

May 2023- Present

TRE LUNA BAR + KITCHEN

- Delivered high-quality service in a fast-paced, upscale dining environment.
- Communicated effectively with guests and team members to ensure a smooth and enjoyable experience.
- Managed multiple tables while maintaining attention to detail and professionalism.

RESTAURANT SERVER

September 2020- July 2021

SWEET PEPPERS DELI

- Provided friendly, efficient service and maintained strong customer relationships.
- Handled order accuracy, food delivery, and guest satisfaction in a casual dining setting.
- Balanced customer service responsibilities with opening/closing duties.

EVENT STAFF

November 2019- June 2020

STONE BRIDGE FARMS

- Supported weddings and private events through setup, guest services, and clean-up.
- Worked collaboratively in a team to ensure events ran smoothly and professionally.
- Gained experience in hospitality, time management, and adapting to changing event needs.

CERTIFICATIONS

SOCIAL MEDIA MARKETING

March 2025- Present

HOOTESUITE

- Completed training in social media strategy, audience engagement and campaign planning across major platforms.

HOOTESUITE PLATFORM CERTIFICATION

HOOTESUITE

March 2025- Present

- Demonstrated proficiency in using the Hootsuite dashboard for content scheduling, social listening and analytics.

SOCIAL MEDIA

March 2025- Present

HUBSPOT

- Learned best practices for creating effective social media strategies, building brand awareness and measuring ROI.

CONTENT MARKETING

March 2025- Present

HUBSPOT

- Gained skills in content strategy, storytelling, SEO and lead generation through high-quality content creation.