

Kristin Chau Le

Public Relations, Communications, Marketing

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🌐 [Digital Portfolio](#)

Creative storyteller with a solid background in communication and strategic messaging. Focused on leveraging collaboration and innovation to create impactful, audience-centric content.

Experience

Marketing Coordinator, Recover Now

- Created and published blog posts, driving a 476% increase in website traffic and improving SEO rankings across all four facility brands.
- Managed relationships with creative contractors and vendors, ensuring on-time delivery of marketing assets and exceeding quality expectations for multiple campaigns.
- Assisted in executing marketing campaigns, enhancing customer engagement and expanding lead generation across multiple brands.
- Coordinated cross-functional teams to ensure consistent brand messaging, improving brand recognition and audience loyalty across all marketing touch points.

Communications Coordinator, First Tee Birmingham

- Created and managed content across 3 social media platforms, increasing engagement by 400-700% through consistent posting and strategic messaging.
- Developed and distributed one monthly newsletter, reaching over 600 subscribers, contributing to a 120% increase in total email sends and improving open rates and click-through rates by 59-65% and 6-9%, respectively.
- Managed communications for staff and volunteers, ensuring alignment on key updates, events, and initiatives.
- Promoted key initiatives including the annual golf tournament, seasonal lesson sessions, and organizational partnerships.
- Built and maintained partnerships with local businesses, media outlets, and community organizations, fostering collaborative opportunities and enhancing brand visibility.

Founder & Director of Event Operations, Next Wave PR

- Founded Next Wave PR, a student-led agency, and led a PR campaign for nonprofit client Curt's Closet using the RPIE method to develop and execute a comprehensive communications strategy.
- Conducted a detailed communications audit/backgrounder on Curt's Closet, identifying gaps and areas for improvement in their messaging and outreach.
- Collaborated closely with the CEO and staff to gather insights on organizational challenges, goals, and target audience needs, ensuring the strategy aligned with their mission.
- Developed a strategic communications plan, using research findings to inform actionable recommendations and tactics for improved audience engagement.
- Led the implementation of the communication strategy, working with a team to execute campaigns, enhance messaging, and increase visibility for the nonprofit.

Server, Tre Luna Bar + Kitchen

- Delivered exceptional customer service, building strong relationships with regular patrons and enhancing the overall guest experience.
- Communicated effectively with team members and kitchen staff to ensure smooth service and prompt issue resolution.
- Provided detailed menu explanations and personalized recommendations, helping increase sales and improve customer satisfaction.
- Managed high-volume service, honing multitasking, problem-solving, and time management skills in a fast-paced environment.
- Played a key role in fostering a welcoming and positive atmosphere, contributing to a loyal customer base and repeat business.

Education

University of Alabama at Birmingham

Bachelor of Arts in Communication

Graduated: December 2025

Wallace State Community College

Associate of Arts in General Studies

Graduated: May 2022

Cullman High School

High School Diploma

Graduated: May 2022

Awards

PRCA Award of Merit

First Tee Birmingham November Newsletter

PRCA Award of Excellence

Curt's Closet Mock Brochure

PRCA Student Medallion

First Tee Birmingham JOX Sports Radio Ad

PRCA Judges' Choice

First Tee Birmingham JOX Sports Radio Ad

Certifications

Social Media Marketing

Hootsuite

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

Hootsuite Platform Certification

Hootsuite

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

Social Media

Hubspot

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

Content Marketing

Hubspot

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

Skills

- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Experienced with Google Workspace (Docs, Sheets, Drive) for collaborative work
- Strong social media management and content creation across multiple platforms
- Excellent time management and ability to meet tight deadlines in fast-paced environments
- Clear and effective communication, both written and verbal, with clients, teams, and stakeholders
- Proven customer service skills, fostering positive relationships and ensuring client satisfaction
- Able to multitask effectively while maintaining high-quality work
- Strong team collaboration with cross-functional teams to achieve common goals
- Quick and resourceful problem-solver, identifying issues and implementing solutions efficiently
- Skilled in event planning, coordinating logistics, vendors, and executing successful events
- Bilingual (Vietnamese and English), basic proficiency in Spanish