

# KRISTEN MAIORINI

## STRATEGIC COMMUNICATOR

### CONTACT

(856)-857-4770

kristenmaiorini@gmail.com

Laurel Springs, NJ 08021

www.kristenmaiorini.com

### PROFILE SUMMARY

A dynamic and community-oriented communicator, adept at spearheading campaigns, orchestrating events, and enhancing brand visibility across digital platforms. Proficient in captivating diverse audiences through compelling storytelling, strategic social media initiatives, and data-driven outreach efforts. Recognized for achieving measurable outcomes and successfully thriving in fast-paced environments.

### EDUCATION

2023 - 2025

#### ROWAN UNIVERSITY

- Master of Strategic Communication

2016 - 2020

#### ROWAN UNIVERSITY

- Bachelor of Public Relations & Advertising

### SKILLS

- Public Relations & Communications
  - Media Outreach | Messaging | Press Kits | Stakeholder Engagement
- Digital Strategy & Marketing
  - Social Media Management | Paid Ads | SEO | Content Creation
- Research & Analytics
  - Google Analytics | KPI Tracking | Market Research
- Project & Event Management
  - Event Coordination | Volunteer Leadership | Campaign Planning
- Creative & Technical Tools
  - Canva | Adobe Creative Suite | Microsoft Office | CRM Platforms (HubSpot, Salesforce)

### WORK EXPERIENCE

#### Rowan University

SEP 2024 - DEC 2024

##### Graduate Event Intern

- Planned and executed logistics for a university event with 200+ attendees, driving 35% higher participation than the prior year.
- Created and managed a Facebook event page that increased engagement by 40%.
- Designed targeted email campaigns reaching 500+ educators, boosting RSVPs by 35%.

#### Rowan University

Sep 2023 - Dec 2023

##### Graduate Research Assistant

- Conducted research, literature reviews, and trend analysis to support faculty studies.
- Produced concise reports and summaries used in academic presentations and publications.

#### Green Body Brand (Remote)

Mar 2022 - May 2022

##### Social Media Specialist

- Built and scheduled content calendars, increasing Instagram engagement by 25%.
- Tracked metrics and adapted strategies in real-time to align with audience behavior.

#### iContracts (Remote)

May 2022 - Oct 2022

##### Business Development Representative

- Cultivated B2B client relationships and supported lead generation through CRM tracking.
- Developed outreach templates that contributed to pipeline growth.

#### PetSmart - Deptford, NJ

Sept 2022 - Present

##### Pet Care Specialist & Social Media Contributor

- Support customers with product selection and basic animal health guidance.
- Consult on store social media efforts by suggesting content and highlighting adoptable pets.

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### PROFILE SUMMARY

A creative and community-focused communicator with experience in leading campaigns, managing events, and building brand visibility across digital platforms. Skilled in engaging diverse audiences through storytelling, social media strategy, and data-informed outreach. Known for driving measurable results and navigating fast-paced environments effectively.

### EDUCATION

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### SKILLS

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### WORK EXPERIENCE

**PrimoHoagies HQ - Westville, NJ**

JUN 2019 - MAR 2020

Media Intern

- Wrote and edited marketing content for social media, internal communications, and newsletters.
- Improved SEO strategy, contributing to a 20% increase in site traffic.

**PRSSA, Rowan University Chapter**

May 2019 - May 2020

Director of Charitable Events

- Managed 15+ volunteers and event logistics.
- Exceeded fundraising goals through storytelling and outreach.

**PRaction - Rowan Student PR Firm**

Mar 2020 - May 2020

Social Media Specialist

- Directed PR campaigns for real clients, overseeing strategy and execution.
- Acted as liaison between clients and internal teams.