

CHRISTINA KOHLER

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EDUCATION

University of Georgia

August 2013 - August 2017

Bachelor of Arts in Journalism, **Major:** Mass Media Arts, **Minor:** Political Science, **Cumulative GPA:** 3.78/4.0

Field Study/International Experience:

- **University of Georgia Grady LA Program**, *Los Angeles, California* (June - July 2017)
 - **University of Georgia Globis Program**, *Verona, Italy* (May - June 2015)
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RELEVANT EXPERIENCE

Media Development Intern

June 2017 - July 2017

Weed Road Pictures at Paramount Pictures

Los Angeles, California

- Shadowed executive assistant to gain knowledge of administrative duties, learned how to roll calls, worked on projects for executives, and ran errands for executives
- Analyzed scripts and discussed scripts with my supervisor and other interns to determine potential for development and writers' prospects for future projects
- Prepared detailed coverage reports on feature films, TV pilots, and writing samples 3-4 times per week
- Provided comprehensive summaries and commentary on a script's premise, story-structure, marketability, and viability
- Contacted agencies to inquire about writer availability for projects

Manager & Social Media Coordinator

August 2014 – February 2018

The Red Zone Clothing Store

Athens, Georgia

- Managed sales-related activities, interacted with customers, and told them about our sales and merchandise
- Assisted the owner with day-to-day activities, projects, and purchasing/pricing decisions
- Trained new employees on store procedures and worked with other managers to maintain an efficient sales team
- Ran the Instagram and Twitter accounts, promoting merchandise, sales, and related events (increased followers 400+%)
- Photographed merchandise for social media and advertised the store's new upcoming merchandise on various social media

Social Media Marketing Intern

May 2016 - August 2016

Athens Passport Magazine

Athens, Georgia

- Managed the magazine's social media accounts: Facebook, Twitter, MailChimp, IZigg text program, Bizness Apps
- Wrote attention-grabbing social media content for the magazine and for businesses advertising in the magazine
- Designed graphics on Adobe Illustrator for each platform and designed and wrote email blasts to subscribers
- Helped create weekly schedules for posts and updated weekly data reports
- Collaborated with my supervisor to plan strategies to increase reach and following on each platform
- Greeted guests who claimed gifts after winning one of our giveaway promotions

Social Media Intern

May 2016 - August 2016

WUGA Georgia Public Broadcasting Radio Station

Athens, Georgia

- Posted content summaries for shows such as On Second Thought and Athens News Matters on the station's social media
- Promoted local events related to WUGA and its programming, created Facebook events, and proofread social media posts
- Posted NPR, UGA Today, and other news articles that appealed to the current audience and a potential younger audience
- Collected data on number of views per post and number of followers and increased post reach by more than 100%

Blog Writer

May 2016 - August 2016

Weddings in Athens

Athens, Georgia

- Blogged each week about Athens weddings, wedding venues, and wedding planning
 - Gained basic HTML knowledge and used keywords in blog posts to boost our Search Engine Optimization
 - Researched and wrote creative blog posts about how to decorate, what beverages to serve, and where to celebrate in Athens
 - Shared blog posts on social media to promote the business and increase number of daily readers
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QUALIFICATIONS

Social Media: Facebook, Instagram, Twitter, TweetDeck, Canva, Mailchimp, WordPress & SEO; **Digital Design:** Adobe InDesign, Photoshop, Illustrator; **Computer:** Microsoft Office Suite, basic HTML, Google Drive, DropBox; **Other:** Adobe Premiere, Photography, Writing and Communication Skills, Management Experience, Administrative Support, Customer Service