

KARISA GINGERICH

Lancaster, PA | www.karisajoy.com

SUMMARY

A team leader with strong communication skills, a solid work ethic, and a history of getting results. Advanced skills involving critical thinking, complex problem-solving, efficient decision-making, and the ability to multitask. Organized with keen attention to detail and ability to work in diverse settings.

EDUCATION

The George Washington University **Washington, DC**
Bachelor of Arts in International Affairs **December 2022**
Concentration in Comparative Political, Economic, and Social Systems.

EXPERIENCE

Institute of Middle East Studies **Washington, D.C.**
Engagement Assistant **September 2020 - Present**

- Constructed a new social media marketing campaign to expand program awareness and increased following by 30% on Instagram and engagement by 237% on Facebook.
- Foster engagement on social media with specific digital content created for Instagram, Facebook, and Twitter to make an impression and build a virtual community weekly.
- Facilitated a new system for publishing daily on social media with two managers to promote events and important information.

Digital Hill Multimedia **Virtual Employee**
Content Manager **March 2018 - Present**

- Organize content for multiple sites to confirm new content is created and accomplished in a timely manner weekly.
- Correspond with writers, editors, and WordPress manager, including outlining guidelines, following up on tasks, and reviewing tasks assigned to verify customer digital marketing campaigns are up to date weekly.
- Assure WordPress updates on customer sites were correctly updated monthly.

CHAARG Exec Leader **Washington, D.C.**
VP Media **March 2021 - April 2022**

- Created a new social media campaign for my year in office incorporating stories, posts, challenges and other creative content. Increased chapter engagement by 20% and followers by 15%.
- I manage all communication endeavors for the executive team planning and carrying out events.
- Participate in CHAARG's national leadership training course monthly.

Boostpoint **Lancaster, PA**
Marketing Assistant **May 2019 - March 2020**

- Designed new video and social media content to build brand awareness and engagement weekly.
- Prepared weekly email campaigns with new content to new and existing customers weekly.
- Developed spreadsheets of potential customer emails to reach out to in weekly email campaigns.
- Edited content into videos used to promote the brand on social media and our website weekly.

SKILLS & SERVICE

- Language Skills: Beginner conversational French. Level 5.
- Technology Skills: WordPress, Google Suite, Mail Chimp, Asana, Microsoft, AgoraPulse, Premiere Pro, Social Platforms, Canva, Slack.
- I have retail and customer service experience.