

christina swaters



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Education

- Master of Arts in Communication, focus in Public Relations – GPA 3.88/4.0 Dec. 2011
Missouri State University, Springfield, MO
- Bachelor of Science in Public Relations, minor in Mass Media – GPA last 60 hours coursework 3.5/4.0 May 2010
Missouri State University, Springfield, MO

Public Relations and Social Media Experience

- Adjunct Professor – Southwest Baptist University** Bolivar, MO March 2014 - present
- Teach two online, upper-level courses including writing for communicators, and crisis communication for 17 students
 - Course focuses specifically on developing students' writing, AP style and grammar skills
- Communications Coordinator – White River Valley Electric Cooperative** Branson, MO January 2012 - present
- Coordinate and grow social media presence on Facebook (100 fans in 2012 to 4,100 likes in 2015) and Twitter, and experiment with new ideas for growth into Instagram, Pinterest and Periscope.
 - Develop marketing campaign to target and engage millennial demographic, and crisis communication plan for outages
 - Curate and design all written and graphic content for member newsletter with a circulation of 44,000
 - Use Adobe Suite for designing ads, marketing content and graphics for social media
 - In charge of website content and design. Executed website redesign.
 - Manage relationship with various local news media outlets including print, radio and television including writing and distributing news releases and media announcements
- Marketing Intern – BluCurrent Credit Union** Springfield, MO July 2011 – January 2012
- Assist in establishing social media presence including daily updates, contests and Facebook tabs
 - Create and execute a social media plan including Facebook, Twitter, YouTube and a blog
 - Organize marketing and promotion of credit union for the 18-24 target age group including promotional events
 - Redesign and update website content
- Public Relations Intern – Dickerson Park Zoo** Springfield, MO January 2010 – August 2011
- Wrote three news releases for distribution to local media and multiple stories for WildTimes magazine
 - Created three flyers, two logos and two videos using various programs
 - Update and help maintain Facebook page (3,911 fans), Twitter (986 followers), blog and website
- Public Relations Intern – Clear Channel Communications** Springfield, MO May 2009 – August 2009
- Coordinated and documented at least one remote activity per week for all radio stations

Freelance Experience

- Freelance Social Media Manager – The Track Family Fun Parks Branson, MO** March 2015 – August 2015
- Manage 18-week campaign on Facebook, Twitter and Instagram
 - Campaign includes: content curation, contest management, Facebook advertising and measurement of ROI
- Freelance Marketing & Social Media – 888LOGGUYS** Ozark, MO January 2015 – June 2015
- Design ads for web and social media, and for print including postcards, business cards, signs and business materials
 - Manage social media presence on Facebook and Twitter including all content curation

Journalism Experience

- Columnist – From Our Nest Magazine** Springfield, MO January 2013 – present
- Compose the Thrifty Tips column for the quarterly magazine; one of the highest-read columns
- Page Designer & Writer – The Standard** Springfield, MO August 2007 – May 2010
- Wrote at least one story for each edition of the paper when it was twice-weekly
 - Designed eight to 12 pages in news, life and sports including front pages for the publication
- Editor-in-Chief – Titan Scroll** Lee’s Summit, MO August 2004 – May 2006
- Oversaw all aspects of the newspaper production
 - Created all initial design aspects of the new paper
 - Wrote stories and columns as well as designed all pages for each biweekly issue

Volunteer Work Experience

- Silent Auction Chair, Festival of Trees – Discovery Center of Springfield** Springfield, MO May 2015 – present
- Currently serving as silent auction committee chair for the Festival of Trees fundraising event
 - Responsible for securing silent auction items to fill 30 auction baskets and overseeing five committee members
- Assistant Chair, Charity Ball Committee – Junior League of Springfield** Springfield, MO May 2014 – present
- Currently serving as assistant committee chair for the Charity Ball fundraising event
 - Oversee and create all public relations functions for the event including marketing plan, social media, news release creation, graphic design, advertising, and all internal and external marketing
- Big Sister – Big Brothers Big Sisters** Springfield, MO January 2013 – present
- Big sister to a 7-year-old girl since August 2015. Previously matched with a 14-year-old girl for one year.
- Treasurer – Southwest MO Chapter, Public Relations Society of America** Springfield, MO January 2011 – present
- Oversee management of organization’s budget of \$20,000 including monthly deposits and invoicing of members
- Communications Coordinator – Springfield Chapter, Social Media Club** Springfield, MO March 2011 – January 2015
- Managed organization’s social media accounts and sent monthly email blasts to members announcing meetings

Awards

- Hermes Creative Awards Honorable Mention, WRVEC Facebook Page July 2015
- MarCom Awards Gold Winner, WRVEC Facebook Site November 2014
- Ava Digital Awards Honorable Mention, WRVEC Facebook Page October 2014
- Ava Digital Awards Honorable Mention, WRVEC Facebook Page October 2013
- Missouri College Media Association (Division 1) First Place Front Page Design April 2011
- Missouri College Media Association (Division 1) Second Place Sports Page Design April 2011
- Missouri College Media Association (Division 1) First Place Graphic Design April 2010
- Missouri College Media Association (Division 1) Honorable Mention Front Page Design (2) April 2010

Computer Skills

- Social Media: Facebook, Twitter, LinkedIn, YouTube, Foursquare, Pinterest, Periscope
- Microsoft Office: Word, Excel, PowerPoint
- Blog Platforms: WordPress, Tumblr, Xanga
- IBMPC and MAC software
- Content Management Platforms: DotX, WebPress, Joomla, Singlethrow Marketing, Co-op Web Builder
- Adobe: Page Maker, InDesign, Illustrator, Photoshop, Dreamweaver
- Web Design: Basic knowledge of HTML coding

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