



KRISTEN RILEY

MARKETING & GRAPHIC
DESIGN PROFESSIONAL

SUMMARY

Creative, driven marketing and graphic design professional with over 10 years of experience in designing and developing strategic campaigns and utilizing data from analytics to turn numbers into actionable goals and valuable insights. Strong communication and teamwork skills, along with a desire to learn and grow in a professional setting.

SKILLS

Social Media Marketing



Canva



Wix Websites & WordPress



Google Ads & Analytics



Adobe Creative Suite



Microsoft Office Suite



Hubspot



CONTACT



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EXPERIENCE

DIGITAL MARKETING COMPANY CULTURE MANAGER

AO Multispecialty Clinic/Augusta Oncology Associates, LLC

2023 - PRESENT

- Oversees the implementation of strategic marketing campaigns to increase brand visibility within the community
- Develops monthly internal and external communication for two brands including social media across LinkedIn, Instagram and Facebook
- Leads and helps outsourced marketing firm execute paid digital strategies through Facebook, Instagram and Google Ads
- Develops and implements personnel initiatives that results in increased employee engagement and retention
- Builds and maintains strong relationships with charity partners and assists in external event coordination as well as leads and executes internal fundraising initiatives

SENIOR DIGITAL MARKETING STRATEGIST

Ocozzio, Inc.

2020 - 2023

- Lead and executed all paid digital strategies for 60+ clients across LinkedIn, Twitter, Facebook and Instagram, and Google Ads
- Monitored and managed over 90 social media accounts across LinkedIn, Facebook and Instagram, Twitter and TikTok
- Managed evaluation and reporting of organic and paid digital campaigns including quarterly website reporting
- Collaborated with multiple teams to drive creative campaign testing and execution while incorporating learnings into future campaign development
- Developed internal and client social media content calendars through third-party applications such as HubSpot and Loomly

GRAPHIC DESIGNER

Ocozzio, Inc.

2018 - 2020

- Developed numerous marketing collateral including logos, brochures, social media graphics, presentations and advertisements while exceeding the expectations of clients
- Recommended and consulted with clients on the most appropriate graphic design options based on their marketing goals

KRISTEN RILEY

EDUCATION

AUGUSTA UNIVERSITY

B.S. of Communications with Major Concentration in Public Relations

2014 - 2016;

2009 - 2011

HEPHZIBAH COMPREHENSIVE HIGH SCHOOL

High School Diploma

Honor Graduate

2005 - 2009

CERTIFICATIONS & ACHIEVEMENTS

SOCIAL MEDIA MARKETING

HubSpot Academy

Exp. 2028

SEO

HubSpot Academy

Exp. 2026

REFERENCES

KRISTIN ARROWOOD

Former Director of HR & Marketing,
AO Multispecialty Clinic

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MEGAN SMITH

Former HR Generalist,
AO Multispecialty Clinic

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JOSHUA NEWBERRY

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Ocozzio

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