

Christina Paulk

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EDUCATION

The University of Georgia, Terry College of Business
Bachelor of Business Administration in Marketing
Area of Emphasis in Digital Marketing
New Media Certificate
Cumulative GPA: 3.60/4.00
Zell Miller Scholarship Recipient; Dean's List
Study Abroad: Oxford, England

Atlanta, GA
May 2017

EXPERIENCE

InterContinental Hotels Group

Atlanta, GA

Worldwide Sales Communications Intern

March 2016 — Present

- Create and modify visuals such as graphs, photos, videos, and infographics for award-winning global sales newsletter, reaching an audience of 700+ corporate sellers
- Write and edit newsletter copy to enhance internal company communication
- Gather, analyze, and summarize newsletter delivery, including readership and engagement metrics
- Design global sales communications materials including flyers and collateral for internal and client-facing audiences

Foot Solutions Corporate Headquarters

Atlanta, GA

Marketing Intern

June 2014 — July 2014

- Organized and restructured company's internal digital file database for easier access to information
- Improved social media presence: managed company's Facebook account, created YouTube video content, and streamlined franchisees' websites

Cobb Energy Performing Arts Centre

Atlanta, GA

Education and Community Outreach Intern

August 2012 – December 2012

- Promoted educational programming to educators and homeschoolers through emails and phone calls
- Developed network of high school drama teachers to heighten interest in the Shuler Hensley Musical Theater Awards

SKILLS

- **Web Development:** HTML, CSS, WordPress
- **Social Media:** Facebook, Instagram, Twitter, Snapchat
- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign
- **Certifications:** Google Analytics, Google AdWords

CAMPUS INVOLVEMENT

Member, American Marketing Association

August 2015 – Present

- Client Team: Implemented a digital marketing strategy at Urban Grind Coffee (Atlanta) to increase business and customer awareness through social media, ultimately improving follower engagement on Facebook and Instagram

Technology Chair, Sigma Alpha Iota, Professional Women's Music Fraternity

August 2014 – Present

- Coded new website design and updated online content using HTML & CSS (www.sai.uga.edu)
- Responsible for creating social media content and managing Facebook and YouTube accounts

Media Director, UGA Digital Marketing Competition, 1st Place Winner

January 2016 – April 2016

- Worked on a team of five students to devise and pitch an integrated digital marketing campaign for Coca-Cola Freestyle under the mentorship of marketing experts in Atlanta
- Formulated campaign strategy and designed advertising materials, graphics, and videos for campaign